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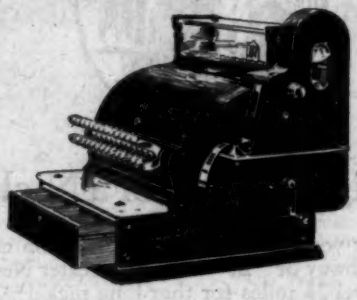
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXIII, No. 3 NEW YORK, OCTOBER 21, 1920 10c A COPY



Keeping abreast of the retail merchant's needs

The big, underlying principle of the National Cash Register Company has always been to serve the retail merchant; to protect his profits, to simplify the keeping of his store records, to enable him to give his customers quicker and better service.

And the newest National Cash Register, shown above, is a striking example of the desire of the company to give every merchant the kind of a cash register best suited to his individual needs.

This new register adds the items of a sale—mechanically, instantly, accurately—and was designed especially for those merchants who sell customers several articles at a time.

Advertising Headquarters is glad to have helped materially in bringing this new cash register to the attention of the merchants of the country.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO



The Biggest Buy for a Nickel—

is the ticket your salesman buys to ride on an Interborough Subway or "El" train in Greater New York. He can travel 21 miles for that lone nickel—21 miles through the richest, most profitable and highly concentrated sales territory in the world. Consider what lies within:

- ¶ 1/20 of all the people in the United States.
- ¶ 40,000 manufacturing establishments.
- ¶ 150,000 retail dealers.
- ¶ 1,000,000 factory employees receiving $800,000,000 annually in wages.
- ¶ 1 out of 10 of all the manufacturing industries in the country.
- ¶ The people who bought 1/4 of the Nation's Liberty Bonds.
- ¶ The people who pay 1/8 of the Nation's Income Tax.

And when your salesman spends that nickel, he becomes one of 2,900,000 daily riders of the Interborough Subway and "El". He sees for himself the big, powerful appeal of the car cards and posters, familiar traveling companions of New York City's enormous buying public. And he realizes at once why the most successful advertisers in America consistently use Interborough car cards and posters to sell this marvelous territory.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square **New York City**

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIII NEW YORK, OCTOBER 21, 1920 No. 3

As Prophets, Are Your Salesmen a Loss?

There Are Plenty of Constructive Thoughts They Can Spread

By Bruce Barton

INTO a country store a salesman enters, drops his bags on the floor and leaning confidentially across the counter asks:

"Well, how's business with you?" The tone of his voice indicates little expectation of an encouraging reply.

"Rotten," responds the merchant, fitting his answer perfectly to the other's mood.

"Same story everywhere," exclaims the salesman. "I just blew in from Lebanon on number forty-six. You know Ed Kidder over there; he says the last two weeks are the worst he's ever known in twenty years of business."

"Ain't been quite as bad as that here," says the merchant, struggling to retain a shred of hope.

"Well, things will get worse before they get better, you can take my word for that. I'll tell you the labor situation in this country is all wrong. Those fellows have just simply forgotten how to work, if they ever knew how in the first place. They've got to be taught a good stiff lesson. Am I right?"

The merchant nods, turning toward a customer who had entered with the intention of spending some money. The customer restrains his impulse, however, and joins the audience instead.

"Another thing, it's going to take ten years to get the railroads into shape if it takes a day," the visitor continues authoritatively. "Why, before the war we used to ship from our factory to Kansas City in nine days; lately we've had stuff on the road for five and six weeks. Five and six weeks, can you beat that?"

By this time the audience has grown to quite a group, more intending customers having been veered from their course.

"Of course I'm an optimist y' understand. My wife says that if I fell out of a ten-story window I'd bounce right up again; that's the kind of a fellow I am. But when I left New York, things were pretty gloomy. We'll see bread lines before this winter is over, I'm telling you; and soup kitchens and everything . . . Well, I suppose there's no use showing you anything to-day?"

"Not to-day," responds the merchant decisively.

"Well, so long."

"So long."

The customers drift out, clutching their money a little tighter; the merchant in his solitude sits and broods upon his troubles. The salesman hurries on from store to store; and by evening time ten merchants and fifty citizens are filled with a deeper foreboding. They have met a man from New York who has told them direful things. It is time to be careful. Let every man keep a firm hold upon his purse and warn his wife to buy nothing.

In twenty days that salesman may visit twenty little towns; and who shall measure the power for good or ill that lies in his well meaning, but often thoughtless talk?

To give the impression that this man is in any way typical of the

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great army of American salesmen would be to do an immense injustice to as fine a body of men as were ever gathered together in business. There are unworthy members of that army, to be sure, as there are unworthy representatives of every profession; but the vast majority of salesmen are loyal, capable and intelligent in an unusual degree. The point I want to emphasize is merely this: that no other body of men have it so largely in their power to promote sound or unsound economic thinking in the United States as American salesmen; and I wonder whether this fact has been sufficiently recognized by the salesmen themselves, and the sales managers who direct them.

How many manufacturers recognize it, and take pains to provide their representatives with current economic information of interest to stimulate wholesome thinking on the part of the men they meet? How many have ever stopped to ask themselves these questions: "Haven't I a responsibility to the communities that support me beyond merely filling their stores with my product? When my men travel in and out of those towns, what do they carry with them, and leave behind them in addition to my goods?"

SPREAD THE TRUTH ABOUT THE RAILROADS

Perhaps a specific example will make the point a little more clear. For a number of years we have had in this country a big and vital railroad problem. The railroads were not receiving a living wage for their service; they were passing dividends, defaulting on bond issues, suffering in equipment, maintenance and morale. No other group of men in the nation was more vitally concerned in the prompt and right solution of that problem than the traveling salesmen; none suffers more in personal discomfort and in business loss.

In the years during which this problem was most acute, all of us who traveled heard much complaint and grumbling from salesmen on the subject; but how many salesmen ever sought to use their influence to hasten relief? How many made any consistent attempt to leave their customers with a fairer understanding of the problem?

The facts regarding the railroads were easily obtainable; moreover, they were exceedingly interesting. They would have made good conversation—much better conversation than frequently passes between salesmen and merchants across the counter.

Before the war a freight car cost about $1,000 and earned about $1,250 a year, as F. J. Lisman pointed out in a recent issue of *Commerce and Finance*. After the war a car cost about $3,000 and, until the recent action of the Interstate Commerce Commission, earned only about $1,600 a year. Obviously no amount of ingenuity or economy in management could conquer figures like those!

Before the war we were building about 150,000 new freight cars annually: during the war the production declined tremendously so that we are scores of thousands of cars below our normal needs to-day.

Such cars as we have are idle on sidings, waiting to be loaded or unloaded, an average of 35 per cent of their time.

If the shippers of America could diminish the average delay on a car by one hour a day it would be equivalent to adding 140,000 cars to our railroad equipment. If they could devise ways to load the cars to 75 per cent of their capacity, instead of an average load of 70 per cent as at present, it would help the railroads as much as though 120,000 new cars were built and bought.

So one might go on at length, but this is not an article to discuss railroads and their troubles. I mean merely to point out that the facts regarding the problem were easily available, and adapted themselves remarkably well to conversation between salesmen and their customers. For years we suffered and grumbled and paid the penalty of unfairness toward our great common carriers. And what would have happened if, five years ago, every salesman had set

Our Toronto Office

IN Canada we operate as The H. K. McCann Company, Limited,—a Canadian company, with a personnel composed almost entirely of Canadians. Its business is to know Canada, Canadian people, Canadian business and Canadian advertising.

Our Toronto Office serves in three ways. It handles all the details of our advertising in the Dominion for our Canadian clients. It operates in like fashion for United States manufacturers seeking a market in Canada, and who may or may not be our clients as advertisers in this country. Finally, it has at its disposal our organization in the United States for handling the advertising of Canadian manufacturers in this country.

Our Toronto Office forms an important and valuable unit in providing complete advertising service throughout not only the States but the Dominion as well.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

THE H.K.McCANN COMPANY

Advertising · 61 Broadway · *New York*

CLEVELAND SAN FRANCISCO TORONTO



himself to educate *his* customers to a proper understanding of the situation? Suppose that for ninety days all of us who sell goods had made a concerted effort to think and talk railroads, and to get other men to thinking and talking about them; isn't it conceivable that even in that short space of time we might have crystallized public thinking into adequate relief? And if we had succeeded, how much would that have meant in the profits of all businesses, and in the lowered cost of living for every American family?

We paid a terrible price for the starvation of our railroads; we are paying a high price now for loose thinking and talking about the present and future of American business. At the head of our banks and great manufacturing concerns are men who see clearly and think straight; but how many of them are making adequate use of their salesmen in transmitting their thought and vision down the line to the man in the neighborhood grocery, or behind the counter of the cross-roads store? What *are* salesmen of America carrying these days in addition to their sample cases? And what should they be carrying and leaving behind them at every call?

TELL EVERYBODY THEY MUST WORK

Three things at least, it seems to me.

First of all, every man who travels ought to be doing his share to spread abroad the gospel of hard work, as our only sure path to salvation. In every town to-day are men who are waiting in idleness for business to "pick up again," and indulging meantime in conversation that adds to their own depression and that of other men. It would put us a long way forward if every such man would to-morrow morning find some way to go to work. The kind of work makes little difference; the important thing is that he should be busy instead of idle, should have his mind turned away from his troubles and, by his example, stimulate other men to activity. If customers refuse to be lured to his counter, let him wash the front windows or paint the front door. Let him put his boy Joe, or his daughter Nellie, in charge for a while and go dig in his garden or patch up the back steps, as his wife has been urging him to do for the past four or five years. Let him somewhere, somehow do something; for gloom and foreboding are frightfully contagious; and idleness is the patent germ of both.

"Work, work, work is the main thing," said Lincoln. Every salesman ought, by precept and example, to drive that homely truth home. We have had a world of false teaching on the subject in the past; we have written and talked about business as though the one great goal were to clean up enough money so as to live without work. There could be no greater fallacy, of course. The man who runs away from the game has signed his own death warrant. The biggest and the happiest men have kept working right up to the end. "I have worked twelve hours a day for more than fifty years," said Webster. Commodore Vanderbilt, Gladstone, Bismarck, Voltaire—one could extend the list into pages—all worked into their seventies or eighties; and by keeping their minds open and growing, lived to ripe old age, and died still young. There is no nobility but the nobility of achievement; and Ponce de Leon need never have left home to find the secret of eternal youth. Every man has that secret in his own shop or office if his heart is in his job; and the name of the secret is Work.

With that needed gospel, every salesman ought to carry also a generous measure of tolerance in days of stress and change like these. We're all born intolerant; we are naturally suspicious of anyone who thinks differently from ourselves. Some of us overcome that inherited tendency as we grow older; some of us are merely hardened and confirmed in its bad effects. The pages of history are stained with the record of men's cruelty to one another, because of an unwillingness to entertain

PRESTIGE

A comparison of THE AMERICAN WOMAN with other monthly publications whose circulation is primarily in small towns will explain the hold and influence THE AMERICAN WOMAN has with its readers. Printed on fine paper, attractively illustrated, with clean, interesting stories and helpful and timely departments on home matters, intensely interesting to women—it fills a real place in the best homes of 500,000 women living in small towns.

THE ADVERTISING RATE IS BELOW, THE ADVERTISING VALUE ABOVE—THE AVERAGE.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
W. F. HARING, Mgr.
Flatiron Bldg., New York

the new idea; and the heresy of one generation becomes the commonplace orthodoxy of the next.

Intolerance is dangerous enough in any age, but peculiarly so in a period when everything is changing so rapidly as now. The man in business who says, "We have always done things *this way*, and so we always will," is likely to wake up and find that the course of the river of Business has shifted overnight and left him high and dry. And the man who says "It was good enough for my father and it is good enough for me" ought to have a commission appointed to look into his mental condition.

Most of us would be a lot more comfortable if the world would quietly go back to the settled conditions of 1913; but it never will. And while we do not want to lose anything that was good in the older order, we ought to be very careful that the chariot of progress does not come along and run us down, because we are standing in the middle of the road and facing the wrong way. New truth comes into the world wearing such strange clothes and covered with so many false whiskers that one has to be constantly on the lookout. I never see a crowd of queer-looking folks professing some crazy idea, without remembering how queer-looking the crowd must have been that followed Jesus of Nazareth. I never see all the respectable people of a city on one side of a question, without remembering that all the respectable people of Athens were on the same side of the question when Socrates was put to death. But the crowd was wrong, and the one was right.

BACKING A SURE BET

Our nerves are ragged from the war. We spend an awful lot of time in picking on each other, and denouncing each other, and calling for a return to the good old days which are gone—and weren't so awfully good at that. And what we need most of all is a willingness to believe in the general goodness of our fellow-men, coupled with a reasonable readiness to try the new thing before we condemn it because it is new.

And finally in every salesman's equipment there ought to go a generous measure of Faith. The remark of the late J. P. Morgan has been often quoted; it deserves to be quoted by every salesman every day, "Any man is an idiot who isn't a bull on the United States." That was never truer than now. A man who had inherited some money called on Baron Rothschild in Paris, in the most troubled period of the last century. "How shall I invest it?" he asked.

"Buy French bonds," the Baron responded incisively.

"French bonds," exclaimed the other. "Why, sir, the streets of Paris are running with blood."

"That's why you can buy them for fifty cents on the dollar," the Baron responded.

In the dark days of the Revolution Thomas Paine published his great epic of common sense beginning, "These are the days that try men's souls," and went on to say that the sunshine patriot and the fair weather fighter would now shrivel up and blow away. Many sunshine patriots did shrivel up and blow away, and history has forgotten their names. Posterity has erected no statues to their memory; their descendants pay no large income taxes. But the men of vision and courage bought stock in the United States when the stock was cheap; and the United States made them great and rich.

You meet men to-day who talk as if the race were going barefoot from this time forward, and there would never be any more market for shoes; they talk as if we were all going to walk forever, and there would never be any more call for automobiles. And by that foolish, useless conversation, they impede the coming of the day whose coming they most earnestly desire. But men of the Morgan and Rothschild type waste no time in any such futile conversation. They go steadily forward betting on the future, knowing that there is only one

You get the star salesman in Brooklyn when you give to the Standard Union the job of selling your goods.

Everyone knows that "the best is always the cheapest."

R. A. Huntsman

way that the curve of business can point in the long run, and that is *up*, because the United States goes marching on.

There are enough men of the Morgan and Rothschild vision and courage to pull us through any period of troubles. But their vision and courage avail little if kept locked up in private offices. It ought to be transmitted by them to their men—backed up with solid facts—and by the men transmitted in turn into every village and hamlet.

I was in the Ozark Mountains one time, in a little backwoods town where a traveling salesman called. And that man—the only traveler from the great outside world who visited it regularly—was an influence in that town to a far greater degree than he himself ever realized. Men and boys listened to his outgivings as though all wisdom were his and would perish with him. They told his stories after he left; they copied his way of wearing his hat and his tie, and learned from him to spit through their front teeth.

Hundreds of thousands of men travel in and out of the towns of America; some of them, Mr. Manufacturer, travel for you. They ought to be apostles of sound thinking and vigorous courage. The towns ought to be better towns, and the business men in them better business men, because your representatives have called. You have it in your power to make every man, in a sense, a prophet of the gospel of hard work, of broader tolerance, and of unflinching faith.

Many salesmen already are improving their opportunity in a magnificent degree. I could name certain organizations whose men are furnished with a daily supply of wholesome, interesting information, out of which to make conversation with their customers, and so to promote the wider diffusion of sound economic thought. Such men render a service that is far beyond the mere distribution of goods; and coming to the end of their path, have the satisfaction of knowing that many communities are better because they have passed that way.

And I have known other salesmen who left behind them nothing better than a fund of discolored stories, and an occasional new word of slang. Men of that sort are unworthy of the high calling of salesmen. They are to blame, and so is the manufacturer who allows them to throw their influence away. They are mere recorders of orders when they might be apostles of sound thinking. As prophets they are just a dead loss.

San Francisco "Chronicle" Not Sold

M. H. de Young, owner of the San Francisco *Chronicle*, tells PRINTERS' INK that there is no truth in the report that has been circulated that the *Chronicle* has been sold. "I founded the *Chronicle* fifty-five years ago," says Mr. de Young, "and have owned and edited it ever since and will continue to do so."

Electric Account for Klau-Van Pietersom-Dunlap

Klau-Van Pietersom-Dunlap, Inc., Milwaukee, is now handling the advertising account of the Arnold Electric Company, Racine, Wis. A campaign advertising the Arnold Electric Motor for talking machines is now being prepared.

Rogers Silver Account with Huber Hoge

The account of the Wm. Rogers Manufacturing Co., division of the International Silver Co., Meriden, Conn., manufacturing Wm. Rogers & Son silver plate, is now being handled by Huber Hoge, Inc., New York.

McKesson & Robbins Account with Hellwig Agency

The advertising account of McKesson & Robbins, "Calox" tooth powder, "Analax," McK & R" drugs, chemicals and toilet preparations, New York, has been put in the hands of the E. W. Hellwig Company, New York.

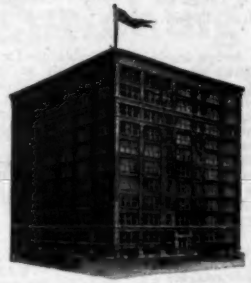
T. F. Blissert Joins New York "American"

Thomas F. Blissert, who has been manager of the Canadian Department of the New York *Herald*, has joined the financial department of the New York *American*.

CHICAGO

The Central Location for Printing and Publishing

Printing and Advertising Advisers



Day and Night Service All the Year Around

One of the Largest and Most Completely Equipped Printing Plants in the United States.

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypers

Polk and La Salle Streets **CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

A Bank Seeks a Trade-Mark

UNION & PLANTERS' BANK & TRUST CO.
MEMPHIS, TENN.

Editor of PRINTERS' INK:

Our institution has had a design made which we contemplate using as our trade-mark. I am not well informed as to the trade-mark laws, but am under the impression that a bank cannot secure a trade-mark—that a trade-mark is applicable only to a specific commodity.

On the other hand, I do understand that in lieu of having the trade-mark patented, a bank may have the symbol it adopts copyrighted, which serves the same purposes as a trade-mark.

Could you enlighten me on this subject?

M. F. O'CALLAGHAN,
Assistant to Vice-President.

THERE is nothing in the Trade-Mark Act which specifically prevents a bank as such from using and registering a trade-mark.

The difficulty arises from the fact that a trade-mark, by definition, is a mark of identification of goods, wares or merchandise in commerce or trade, and as such it obviously must be attached to the goods or to the package which contains them. A bank, like a number of other commercial institutions, deals in a commodity which is intangible, and to which no symbol can be "attached" in the sense of the Trade-Mark Act.

Copyright, on the other hand, is a grant of the legal right to exclude others from making copies of works of art or literature. It presupposes a certain artistic quality in the subject, or an originality of treatment or arrangement, and it is these things precisely which are protected, not the idea which is expressed.

The emblem or symbol which our correspondent submits is copyrightable only if in the judgment of the authorities at Washington it possesses artistic merit, and the only way to find out is to put it up to the authorities by means of a formal application for copyright. The proper forms can be obtained from the Librarian of Congress, Washington, D. C.—[*Ed.* PRINTERS' INK.

The H. K. Carter Company Formed at New York

H. K. Carter, until recently manager of the New York division of The Manternach Company, has become president of a new advertising agency—The H. K. Carter Company, Inc., New York.

T. G. Goodwin, formerly in charge of publicity for The Manternach Company and of plan and copy for the New York division, P. F. Broughton, and Miss K. B. Mitchell, have resigned from the Manternach agency to associate themselves with the new organization.

The officers of the new company are H. K. Carter, president; H. C. Wilder, vice-president; H. P. Swanton, treasurer.

Two Los Angeles Agencies Consolidated

Harrison, Janes, Crank & Paris, Inc., Los Angeles agency, has been formed as a result of the consolidation of Bates, Harrison & Janes, Inc., and the Crank-Paris Company, both of Los Angeles.

All of the active principals of the two companies will continue in the new organization, with E. Maynard Harrison as president, C. F. Crank and William B. Paris, vice-presidents, and A. O. Janes as secretary-treasurer.

Canadian Collar Account with Smith, Denne & Moore

Cluett, Peabody & Co., of Canada, Limited, is the name of the company resulting from the merger of the businesses of Williams, Greene & Rome Co., Limited, Kitchener, Ontario, and the Cluett, Peabody Co., of Canada. F. W. Stewart, of Cluett, Peabody, becomes vice-president and general manager, and H. G. Roberts has been appointed advertising manager. Smith, Denne & Moore, Limited, Toronto, will handle the account.

Michigan Association to Hold Dinner Meeting

The Michigan Inter-City Advertising Association will meet in Detroit next week with the Direct Mail Advertising Association, which will hold its convention October 27, 28 and 29. The Michigan association is planning a dinner of its own for October 26, with David A. Brown as the principal speaker.

"The Christian Herald" Absorbs "World Outlook"

World Outlook, monthly, New York, has been absorbed by *The Christian Herald*, weekly. The formal transfer took place on October 2, but the actual merger will be delayed to the October 30 number.

Enriching the country

The day when the backwoods farmer refuses to enrich the soil with fertilizers has gone. The modern farmer and fruit grower has taken his place. This modern fruit grower is an educated man. In many cases he is a horticultural graduate of an agricultural college. He knows that by enriching the soil with fertilizers he receives greater returns when harvest time comes. It means money in his pocket—it means money in the pockets of those who advertise to him. During the first six months of 1920

3,157 lines of Fertilizer Advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association
Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Collier's
THE NATIONAL WEEKLY
5¢ a copy

October 30, 1920 Collier's, The National Weekly

Cold Ahead! Change Oil

A winter lubricating message of vital importance to drivers of the cars listed here in red

"WHY is it so hard to start the engine on freezing mornings?"

"Why do I have trouble with the starter, the oil pump and the batteries?"

Winter weather emphasizes the importance of the Vacuum Oil Company's Chart of Automobile Recommendations.

Fourteen years ago when the first edition of this Chart was prepared, it was found that not only did different cars require different oils, but that many cars required a different grade of oil in winter than in summer.

Today in specifying the correct grade of oil for winter lubrication, the following factors must be taken into consideration:

1. Base of mating of engine
2. The type of lubricating system
3. Location of the oil pump
4. Size and mesh of the oil screen
5. Size of the oil piping
6. Exposure of the oil piping

Thus, when freezing weather may be expected it is found that certain cars should be supplied with oil of greater fluidity in order to—

1. Avoid undue strain on the motor and batteries
2. Obtain quick and easy distribution of the oil to all frictional surfaces
3. Insure passage of delivery by the oil pump
4. Avoid clogging of congealed oil in piping or oil screen

Experienced motorists and repair men now realize that the winter oils specified in the Chart shown here provide the utmost freedom from cold weather troubles. They have found that these oils distribute quickly to every moving part. They know that such protection is vital in winter.

In changing from a summer to a winter recommendation, the proper method is to drain off the *cold oil* from the crankcase when the engine is warm; pour in a quart of clean, light lubricating oil (do not use kerosene); turn the engine over a few times, by hand or starter, to clean the crank-case from any thickened oil; and then refill with the correct grade of Gargoyle Mobiloils for winter use.

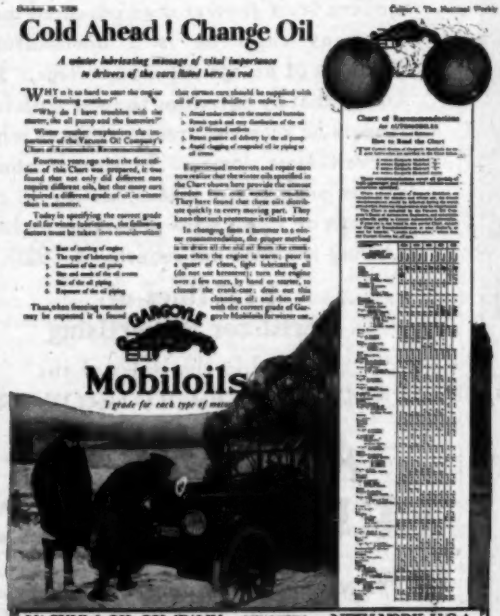


Chart of Recommendations
for AUTOMOBILES
—Motor Trucks—
How to Read the Chart

VACUUM OIL COMPANY NEW YORK, U.S.A.

Branches: New York, Boston, Philadelphia, Pittsburgh, Detroit, Chicago, Minneapolis, Indianapolis, Kansas City, Kan., Des Moines

Vacuum Oil and Collier's

The Vacuum Oil Company has chosen Collier's as a leading factor in its national advertising campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



Coffees That Lead in Baltimore and Why

THE package coffees enjoying the greatest distribution and sales in Baltimore are the two brands that have been pushed the hardest and ADVERTISED.

And yet, by no means, has Baltimore been worked to its capacity! Far from it!!

Merchandise your coffee thoroughly! Be satisfied with nothing short of the widest possible distribution and sustain it through a resident representative. Baltimore's market is of sufficient size and importance to necessitate such a course. Simultaneously, stimulate your coffee sales by forceful creative advertising in Baltimore's great afternoon paper, The NEWS. Dealers here appreciate the force of NEWS advertising and its effect upon the turning over of their investments.

The NEWS has a total circulation of a little more than 100,000, and in Baltimore city where there are 90,000 homes occupied by White people who speak English, The NEWS sells 87,000 copies every afternoon.

Would you be interested in our Coffee Report? It gives the names of package coffees in the Baltimore market, sizes, prices and general information, percentage of distribution and sales, leaders, activity rating, reports of wholesale firms and retail stores, etc. Write us for a copy on your business stationery.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

A. B. C. Aims Blow at Delinquent Subscriptions

Annual Meeting Decides to Work for Postoffice Ruling Against Six-Months' Arrearages

AT the annual meeting of the Audit Bureau of Circulations, held in Chicago last week, it was decided that a strong effort would be made to have the Postoffice Department oblige all publications to cut off from their subscription lists such subscribers as may be six months in arrears.

The A. B. C. has adopted such a rule for its own members. At the March meeting of the Board of Directors a ruling was made that the bureau should recognize as paid only such subscriptions as are not more than six months in arrears. It is admitted that publishers in submitting themselves to this rule are really placing themselves in the position of unfair competition with publications not members of the bureau, who are allowed by the Postoffice Department to carry subscriptions up to one year. A resolution at the annual meeting declared the universal application of the A. B. C. principle would be a distinct step forward as tending to eliminate the abuse of second-class mail privileges. This will be forwarded to the Postmaster General with a request that he act accordingly.

The convention was entirely harmonious. There was some expectation that the idea of a sectional representation on the Board of Directors would come up, as certain Canadian publishers had given notice of their intention to ask for a Canadian member of the board. But the effort was not made, and the board was re-elected without regard to sectional interests.

Stanley Clague, managing director of the A. B. C., in making his annual report, announced that the bureau's membership now is 1,520, a net gain of 215 members in sixteen months.

L. B. Jones, of the Eastman Kodak Company, declined re-election to the presidency and O. C. Harn, of the National Lead Company, New York, was chosen for that position. W. A. Strong was re-elected secretary and E. R. Shaw treasurer.

New members of the Board of Directors are: W. W. Wheeler, Pompeiian Manufacturing Company, Cleveland; Ernest I. Mitchell, president Mitchell-Faust Advertising Company, Chicago; Neff Laing, *Pennsylvania Farmer*, Philadelphia.

Directors re-elected are. O. C. Harn, National Lead Company, New York; George W. Cushing, Hudson Motor Car Company, Detroit; L. L. King, Goodyear Tire & Rubber Company, Akron, O.; Henry W. Schott, Montgomery Ward & Co., Chicago; H. Strong Smith, Bauer & Black, Chicago; A. G. Lincoln, *Post-Dispatch*, St. Louis; Thos. H. Beck, Crowell Publishing Company, New York; Marco Morrow, the Capper Publications, Topeka, Kan.; Mason Britton, McGraw-Hill Company, Inc., New York.

During the sixteen months covered by Director Clague's report 1,441 audits were made. The audits, as well as the publishers' statements, are now released on an average basis of less than fifteen days. The auditing force now numbers thirty-eight field auditors and five house auditors, in addition to Chief Auditor E. W. Chandler, Assistant Chief Auditor A. R. Petterson and W. R. Hoffman, manager of the New York office.

The convention adopted a resolution declaring "appreciation and approval of the management of the bureau during the last sixteen months."

The San Francisco office of The H. K. McCann Company is now handling the account of J. A. Folger & Company, San Francisco, teas, coffees and spices. A Pacific coast campaign is in the course of preparation.

Advertising That Prevents Price-Slump Hysteria among Dealers

Centemeri Guarantees Stability of Its Prices and the Market by Offering to Cancel Advance Orders

By R. L. Burdick

PRACTICALLY every manufacturer has found that buyers all over the land are holding off their purchases on account of expecting a downward trend of prices. Many have found that their dealers, large and small, are canceling advance orders because of the expectation of lower prices later and because of a fear of retrenchment of buying on the part of the public.

The timorous dealer who has not wide resources and broad knowledge of merchandise values is easily thrown into a panic regarding all his lines of goods when several of them appear to be declining rapidly in price.

When he reads or hears that Henry Ford has slashed his retail prices, that cotton goods have dropped to fifty per cent of their prices a year ago, and so on, he is likely to jump to the conclusion that the bottom will shortly drop out of the prices of slate pencils and flat-irons.

Economists are daily pointing out to us that we must experience a period of price deflation before normal conditions of production and marketing can be reached. This the casual observer interprets to mean that all prices must come down, regardless of whether or not they have previously been "inflated." Several manufacturers of standard products which have a stable price and for which the demand may be called fairly regular have feared that the present cautious attitude of trade buyers may work up into a sort of hysteria against all buying which will unwarrantably hurt their sales.

In these circumstances the bold step taken by one manufacturer to ward off any possible sweep of retrenchment in the purchase of its wares among the trade is noteworthy. P. Centemeri & Co. are advertising to their dealers the stability of the market for Centemeri gloves and the certainty of their price maintenance, in a unique way.

Basing their announcement on the possibility that deliveries may be a little late for the holiday season, the trade advertising of this firm carries a paragraph stating its willingness to accept cancellations of orders placed earlier in the year. The copy reads: "If circumstances should operate against us and delay the delivery of orders booked during March and April for November and December selling, we will accept a cancellation or make delivery during January."

As the holiday season is the dealer's best selling time for gloves, this anticipates his thought that even though prices of gloves and the demand may hold up through the remainder of the year, they might slump after January first.

BREEDS CONFIDENCE IN MANUFACTURER'S SINCERITY

This plan operates on the same principle that has been utilized in staving off many a "run" on a bank. When some panic of fear sends depositors scurrying into a bank's doors to withdraw their funds, sometimes the apparently accidental display of a few thousands of dollars in cash on the counters inside the paying teller's cage will allay all doubts and prevent the incipient hysteria. In the same way, the very fact that Centemeri is ready to accommodate all comers who wish to withdraw their orders acts as a deterrent to the desire for cancellation. It breeds immediate confidence in the dealer's mind because it is a

practical demonstration of the manufacturer's confidence in his goods, the market and the stability of prices for these gloves into the next year.

As a matter of actual fact, Centemeri could resell to-day every order now on its books at a higher price than when the contracts were given. This, however, is not the reason behind the adoption of the cancellation offer. The firm believes, and the results have proved its contention, that by showing its faith in future prices in this rather spectacular fashion it will convince the dealer of the advisability of letting the orders stand.

This proceeding would be dangerous if Centemeri were not sure of its ground. While such a plan *might* work as a "bluff," nevertheless the chance of loss by having such a bluff called would be too great to run; and the entire plan would be unworthy of a house of such standing. When it is also considered that these orders are frequently accepted for delivery eight months after receipt it might seem that a long chance on the future was being taken.

PLAN SUCCEEDED BECAUSE IT WAS RIGHT

Aside from the fact that this manufacturer was actually protected financially should a large number of dealers have taken him at his word, there was an even stronger basis for making the offer—a certain knowledge that its faith in the market and its prices was rightly placed.

In the first place, this company states, its prices have not been inflated. They have been set on a reasonable basis of cost plus a normal profit, and have not been increased in the same proportion as the prices of competing products and other lines of goods. As seventy per cent of the cost of glovemaking is labor, and as the industrial situation in France (where the Centemeri factory is situated) shows anything but a tendency toward lower labor costs for a long time ahead, it is obvious that the present prices cannot be lowered in the near future. French workers who formerly put in ten hours or more a day have now reduced their working time to forty hours a week without a parallel reduction in wages. On these facts Centemeri is able to assure dealers that no immediate price reduction will be made or is even possible.

In the matter of the stability of the market for gloves, this house knows, both from experience and constant study of the buying public, that gloves of the style and high quality which it makes are always in demand. Social functions and Christmas occur regularly year after year, regardless of the stock market and the price of butter. Wherever smart wear prevails—on the street, at the opera, or in the ballroom—Centemeri gloves have their market. And as long as gifts are given, for Christmas or birthday, these gloves are bought. It can be readily seen that Centemeri is making no empty bluff in upholding the idea of the market stability to dealers.

How has this unusual plan worked out? Naturally it cannot prevent all dealers from canceling their orders, but it has already had a deterrent result in this respect. A few have taken advantage of the offer; more have been inspired with confidence and have let orders stand that they were considering canceling.

Whether dealers cancel or not, Centemeri's unique step works to the firm's advantage. Consider the typical case of some dealer in an up-State town who has been attacked by the chilblains of price reduction and who has started to beg off from all his advance orders. He has written five or six houses from which he buys, saying that business is slowing up and that he believes his present stock is adequate, etc. Some of his replies will be unpleasant—the manufacturers will insist on his sticking to his contract. These are the ones whose prices are soon to come down. Others will grudgingly accept cancellation.

And along around the time that the dealer is feeling as if he had violated every law in the criminal code, there arrives a courteous

letter from one manufacturer accepting his cancellation without a kick, expressing an unobtrusive opinion that possibly the dealer may later find it advisable to reinstate the order, and saying that in any event a continuation of their cordial relations is earnestly desired. Which of the five or six orders is reinstated when the dealer gets over his panic? This is not an imaginative instance—it is one of many similar experiences that Centemeri can quote as a result of its unusual campaign.

On the other hand, this manufacturer has received numerous assurances from dealers that they will stay with him, that they have accepted Centemeri's own confidence in the future.

Jesse F. Matteson Heads A. A. A. A.

THE American Association of Advertising Agencies, at its convention in Chicago last week, took action on a number of important matters. All the meetings were executive sessions. Publicity will be given to the proceedings as soon as a report can be formulated by the officers.

One feature of the convention was a banquet at the La Salle Hotel with the co-operation of the Audit Bureau of Circulations and the Advertising Agencies Corporation. The feature was an address by Admiral W. S. Benson, chairman of the Shipping Board, in which the assertion was made that traitors were undermining America's marine commerce. Admiral Benson was detained in Washington at the last moment, and had his address read by H. Laue, advertising manager of the U. S. Shipping Board.

"Those who worry most about our entrance into ocean commerce," said the address, "are our cousins overseas—the British. The magnitude of our efforts may seem to spell disaster to other nations, but it should not. We are only taking up the slack in shipping brought on by the deadly work of the submarine. The time now has come when our American merchant marine should be put on a peace footing. Every effort is being made to increase the proportion of American citizens in it."

Addresses were also made by L. B. Jones, of the Eastman Kodak Company, and O. H. Blackman, of New York. Mr. Blackman presided. A portion of Mr. Jones' address appears elsewhere in this issue of PRINTERS' INK.

The Association elected the following officers: President, Jesse F. Matteson, of the Matteson, Fogarty, Jordan Co., Chicago; vice-president, Walter R. Hine, of Frank Seaman, Inc., New York; secretary, H. S. Gardner, Gardner advertising Co., Inc., St. Louis; treasurer, John P. Hallman, H. K. McCann Co., New York. The new members of the executive board elected are: Harry D. Smith, Stanley Resor, John Menson, A. W. Erickson, William J. Holius, Paul E. Faust, Harold A. Lebair, J. W. Barber, Eugene McGuckin, H. A. Groth and E. E. Dallas.

Chester H. Rowell Sells Fresno "Republican"

The Fresno, Cal., *Republican* has been sold to Geo. A. Osborne and Chase S. Osborne, Jr., publishers of the Fresno *Herald*. The new owners announce that both papers will be published as in the past, each maintaining its own individuality. They both will be issued from the plant of the *Republican*, the plant of the *Herald* having recently been destroyed by fire. The transfer took place on October 15.

George Osborne and Chase Osborne have been the owners of the Fresno *Herald* since June 1, 1915.

The *Republican* was founded by Dr. Chester Rowell in 1876, and has been in the Rowell family since that time. Chester H. Rowell has been editor of the *Republican* continuously since June 1, 1898.

Bryan Has Public Accountant Account

David Berdon & Co., certified public accountants, New York, have undertaken a newspaper advertising campaign. The account is being handled by Alfred Stephen Bryan, New York.

B. F. Wolfinger has been appointed Eastern representative of the *Christian Advocate*, published by the Methodist Book Concern, New York.



Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

SCRIPPS NEWSPAPERS

The Toledo News-Bee

TOLEDO, OHIO, has a population of 243,109, and has approximately 42,279 English-reading homes.

For the six months ending March 31, 1920, the NEWS-BEE had a CITY circulation of 49,059, of which 34,619 was CARRIER circulation.

The NEWS-BEE has a city coverage, then, of 81.88% of the English-reading homes, by CARRIER.

THE NEWS-BEE is a three-cent afternoon newspaper, and many of the papers sold by news-dealers and newsboys are taken home. So the News-Bee each week-day reaches from 92% to 95% of the English-reading homes of Toledo. In the cities and towns outside of Toledo, but in the Toledo territory, the News-Bee sells an average of 21,774 copies daily, thus giving an almost complete coverage of the city of Toledo; and a coverage of outside cities and towns much greater than that of any other Toledo newspaper.

The total net paid circulation of The News-Bee is 76,525, average for the six months ending March 31, 1920.

SCRIPPS NEWSPAPERS



PRESENT business conditions indicate the need of creating "sales today" instead of "prestige for the future."

Newspaper advertising, therefore, should, more than ever before, be considered by national advertisers.

Scripps Newspapers have a daily circulation of nearly one million, CONCENTRATED in the busy trading territories of twenty-two important cities.

The twenty-two Scripps Newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Evolution

There you sound the keynote of American life.

Evolution—progress. Eternal striving for something higher; indomitable ambition to reach the next rung of the ladder; a continual climb toward the goal of Success.

The man on the clerk's stool eyes the president's chair. The president dreams of industrial leadership. Always the restless urge onward and ever onward—the desire for social betterment, for individual and family improvement.

Nor is that all. It is not alone the *wish to have*, but the *will to do*. In America, realization follows fast upon the heels of ambition. For every man *born* to wealth, there are a dozen who *achieve* wealth.

That is the big, the basic fact that every advertiser of quality merchandise must remember. To ignore it is to overlook a first principle of successful advertising.

John Jones, mechanic of today, may not buy your thousand-dollar pearls, your silver-fitted limousines. But John Jones, manufacturer of tomorrow, may be your best customer. Pass him by while he is climbing and he will pass you by when he has arrived. Educate him while he's on the road to the top, and he'll be sold when he reaches the top. It's far easier to *teach him now* than to *sell him later*.

How can you reach John Jones in all the stages of his career—John Jones in the making, and John Jones the finished product?

Simply, easily—if he happens to live in Chicago. One newspaper is so indelibly stamped upon his consciousness, is so completely a part of his daily life, that it follows him through every period of his evolution.

It is the paper that reaches mass and class alike—the paper with nearly 400,000 circulation, read by over 1,200,000 persons, and taken into nearly every worthwhile home in the City of Chicago. It is—

The Daily News

First in Chicago

How a Happy Use of Suggestion Can Put Over the Quality Idea

Pictures of Windows in Well-Known Homes and Buildings Are Notable Feature of Hartshorn Co.'s New Campaign for Shade Rollers

By G. Dudley Ward

"SHOW your goods!" is a good rule and it applies no less emphatically in printed salesmanship than to the living salesman. But what is one to do in advertising when a picture of the commodity will not tell the story? Some men, and many women, never do justice to themselves in a photograph, and there are commodities like that. There are commodities in even a still worse fix—they are too well known. Take shade rollers for example. What then?

People use shade rollers every day, and never see them. They purchase shade rollers now and again, but often do not see them even then. Everybody knows what a shade roller is and what it looks like; nobody thinks of the details. So long as it runs true and stops exactly where it is wanted to stop, who ever gives a thought to the shade roller? It is only when something goes wrong with it that a shade roller gets any notice. Its faults are known; its good qualities attract no attention. It is expected to have that good quality a shade roller is expected to have; what else is the thing for? Just how most successfully to advertise such a commodity is a nice problem.

The last campaign of the Stewart Hartshorn Co. got around the difficulty in a negative manner of attack. The advertising sought to win attention by directing the eye and mind to the faults most commonly experienced with shade rollers. In its new campaign the company is employing an entirely different idea. It is attacking the problem by means of suggestion. This seems to be the more effective way. By this method the message goes over in a flash and it would appear quite impossible not to get exactly what the message is meant to be —Hartshorn shade rollers are the quality shade rollers.

Here is the entire essential mechanism—headline: "Famous Windows." Beside this, a picture of a fine window or noted building, such as says at once that nothing but the best would be thought of for its equipment; below, a piece of copy which carries the eye down to the nameplate at the bottom. The copy does not necessarily have to be read. Without it, the impression desired to be made is made. The copy is written merely to deepen the impression gained by a glance; no details of the make and quality of the shade roller overload it.

PLEASING ILLUSTRATIONS AND TEXT TO MATCH

The first window used in the campaign was one in the "President's suite" at the Waldorf-Astoria Hotel, New York. The next advertisement carried a sketch of the "Boston Tech." A window from the home of James G. Blaine at Augusta, Me., now the official mansion of the Governor of that State, followed, and then in rotation come other great examples of architectural beauty selected from all over the country, an exclusive club-house, famous hotel, home of some noted man or a well-known building.

The copy of the first advertisement ran:

"Here in the President's suite world-famous men—our own President, the Prince of Wales, the King of Belgium, General Pershing—have made decisions that swayed the world. Here in the broad bay windows of the luxuriously furnished rooms they have rested and watched with interest the avenue crowds.

"Everything in this suite is 'the best.' How natural it is, therefore—," and of course the rest follows naturally, too.

The "Boston Tech" copy says: "The world's greatest technical college can afford nothing but the best in equipment—the new educational group of buildings, which cost over $5,000,000, must be appointed perfectly throughout. So, naturally—" And in the Blaine mansion copy: "Only the highest quality appointments could keep company with this colonial treasure—which accounts for the fact that Hartshorn shade rollers and shade fabrics are in use throughout—" So through the series, the same hammering away at the association of fine buildings and Hartshorn service.

The same layout is followed in each of the advertisements. The entire piece of work breathes of refinement and high quality so as to support the suggestion which is its object.

Incidentally, an interesting feature of this form of layout, and one worth noticing, is the effect that such a design as this in quarter-page size has on the magazine make-up man. He cannot put such advertisements at the bottom of the page; they are natural tops. The make-up man has to balance his page as well as he can by the color value of the advertisements. To put light and airy art work, such as these Hartshorn advertisements, below others with heavy borders would unquestionably produce a top-heavy appearance. Consequently it is believed that the make-up man will put these advertisements at the top of the page, even though he have only smaller ones to go below. Experience so far has borne this out.

It is because of this supposition that the advertisements have no border. They are built to the full size of the space with the idea that they will get the advantage of the extra white space of the top edge and side edge of the magazine page.



FAMOUS WINDOWS
—THE BLAINE MANSION

THE home of Maine's greatest son, James G. Blaine, beloved statesman of a generation ago, is now the Governor's Mansion, at Augusta, Me.

And such a home! How classic an example it is of the true Colonial, how fascinating its rich simplicity from foundation to roof!

Only highest quality appointments could keep company with this colonial treasure—which accounts for the fact that Hartshorn Shade Rollers and Shade Fabrics are in use throughout; their dignified appearance and reliability made them necessary.

In hotel and club, college and home, the name "Hartshorn" associated with Shade and Shade Rollers is a guarantee of the elimination of all shade troubles.

Stewart Hartshorn
SHADE ROLLERS AND WINDOW SHADE FABRICS

STEWART HARTSHORN CO., 250 FIFTH AVENUE, NEW YORK

AN EXAMPLE OF USING SUGGESTION THROUGH FAMOUS WINDOWS TO SELL SHADE ROLLERS

DEALER TAKES ADVANTAGE OF BUYERS' UNCONSCIOUS PREFERENCE

The Hartshorn campaign is scheduled to run in practically all the home and farm publications of large circulation. The purpose is to reach the greatest number of people possible within the limits of the appropriation. It is not expected that the average consumer can be made so familiar

with the Hartshorn shade rollers that he will remember and ask for them by name, as in the case of, say, a breakfast food. But it is hoped to establish a preference for the article, even if only an unconscious preference.

Toward this end the company gains no little assistance from the fact that its price is slightly higher. This instance of an advantage due to higher price is very interesting. Almost always when selling shade rollers the sales person mentions the Hartshorn name in some such way as this: "We can give you this make or that, but perhaps you would prefer the Hartshorn; they are a little more expensive?" If this recalls something buried away in the back of the customer's head, the preference goes to Hartshorn, even though the purchaser may not know why. It is believed that the "Famous Windows" series will put that something in the back of the public's mind.

V. S. Anderson Joins New York "Evening Post"

V. S. Anderson, who has lately been with the advertising department of the New York *American*, and who was previously with *The Sun*, has joined the advertising staff of the New York *Evening Post*. Mr. Anderson will represent the *Evening Post* in the foreign field, covering the territory east of Pittsburgh and Buffalo.

H. I. Connett, Art Director, Federal Agency

Hugh I. Connett, who has been engaged in commercial art work for the last sixteen years, has been made art director of the Federal Advertising Agency, Inc., New York.

W. B. Oleson Made Pepsodent Advertising Manager

Wrisley B. Oleson, formerly with the Blaker Advertising Agency, New York, has been made advertising manager the Pepsodent Company, Chicago.

The annual meeting of the Association of National Advertisers will be held on December 6, 7 and 8, at Lakewood, N. J.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Sales Follow in the Train of Peace in Mexico

A New Era Seems to Be at Hand, and Advanced Knowledge Will Bring Prosperity and Greater Commercial Intercourse with the United States

By Chester M. Wright

MERCHANDISING in Mexico is something for American manufacturers and businessmen to know about.

I have just spent some weeks rambling around south of the "silvery" Rio Grande and I am deeply impressed with possibilities.

Mexico is a country of almost unlimited possibilities. As a potential market for American-made products it is the biggest thing outside our own borders in this western world.

Let it not be hastily assumed that American salesmen can go there and in a couple of weeks accumulate orders enough to last a lifetime. Ah, no, caballeros, not so. Not so fast as that, but fast enough, just the same.

Mexico hasn't had a census lately, but it has a population that runs somewhere between 14,000,000 and 16,000,000. It is a nation of potential consumers of American products. Henry Ford knows what the outlook is and what the present is—the country is fairly well flivvered already.

But an American business man, looking southward across the border—where, by the way, they let you out without ceremony or warning and refuse to let you in without vaccination unless you can cook up a good story—must understand that when he deals in Mexico he is dealing with people whose ways and needs are not the ways and needs of the Anglo-Saxon.

In Mexico the poor people who work hard are called peons. They have little buying power to-day, but it is growing constantly. There are thousands of bare feet in the country. The owners cannot buy shoes yet, but some day they will be able to buy shoes and the shoes they will want will be American shoes, like those now sold south of the Rio Grande by Douglas, Emerson, Florsheim and others.

I found Kellogg's toasted corn flakes in Mexico City and I found clothing made in Chicago and New York. Many an American brings back to a waiting family mementoes that were made in the United States.

In Mexico the crudities of medieval ages go side by side with the wonders of modern invention. Carts drawn by oxen deliver water in the smaller towns while twin sixes whiz by under high speed.

The national temperament is the temperament of the Latin and the Indian. It is idealistic, it is artistic—very much so—and it isn't exactly fascinated by the idea of abandoning quickly its accepted customs, especially those customs that have to do with comfort.

FAIR TRADERS ARE WELCOME

These things must be understood by the American who goes after business. In the first place American business there has got to depend for success in good measure upon absolute fair dealing. Mexico has none too much confidence in the American who comes to make money because she has the idea that he wants to make more than a fair share of it. This feeling is bedded largely in Mexico's relationship with American oil interests.

But the understanding of the great American population, the real America, is growing. The admiration of American achievement is great and the desire for American essential products is booming along in great shape.

Own Your Own Home

is the advice the JOURNAL has been giving its readers these many months.

As a service, it assists any interested reader with house plans and advice about building materials, heating systems, plumbing, decorating, furnishings and everything essential to the making of a comfortable home.

In the

November Number

appear designs No. 11 and No. 12 of the JOURNAL'S Efficiency Houses.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

You must have a great newspaper!

Volume of advertising?

A DOMINANT medium is first a great *newspaper*. Yet there must be a commanding volume of advertising. The readers must be regular readers of the advertising as well as of news.

Through the years The News has carried the unabridged copy of Indianapolis merchants. The volume has practically equalled that of all other Indianapolis papers combined. And The News is first in national advertising among six day evening papers of America. The enormous bulk of closely set want-advertisements is an evi-

dence of the reader interest which makes display so productive.

Advertising in The News is not only read but believed. Careful exclusion of questionable advertising has built a reader confidence that is not written into a rate card.

The News isn't a *must* paper because of its advertising volume. It is automatically listed because it is a great newspaper. Yet the volume is indicative of its worth.



This is the last of series on "What Makes a Great Newspaper?" Send for reprints of entire series.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Try it out in Representative Milwaukee

Command *All* of the Milwaukee Market

Don't be satisfied with only a part of your potential sales in Milwaukee. Even though your product seems to be selling well, you may be getting only a small percentage of the large volume of Milwaukee business that you *could* get.

The Milwaukee Journal has had 38 years to study this great market. The Journal can show you how to increase your sales in Milwaukee—surely, quickly, economically.

Four out of every five people in Milwaukee who read English read The Journal every day, year in and year out. The Journal is their buying guide. Advertising in The Journal thoroughly covers Milwaukee at one cost.

To enlarge your sales in this prosperous field first write The Journal's Service Department for market information in relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

The products of American canneries are to be found in almost every little puebla. An example: At the station called Micos, in the tropical wilds of the great mountain range that lies between Tampico and Mexico City, our train waited for a half hour.

I walked up and down the Broadway of Micos, a street about four stores long. Three stores were on one side of the street, one on the other. The street was merely a passageway. The stores, in that wonderful climate, had open fronts. The walls were 'dobe. The most prominent display in each case was of American red bandana handkerchiefs. Next in prominence was American canned salmon from Washington.

This little station is the gateway to an untouched empire, a veritable El Dorado of wealth—raw and lush. As far as the vision carried the valley lay before our eyes, watered by a river in which there are waterfalls as beautiful as any on the continent. From this great sweep of land choice products will some day roll northward to help pay Americans for the things that go southward. Crops are not cultivated there. Seeds are merely put in the ground and allowed to grow.

But that is only indirectly related to America's business outlook. The great point of interest is that Mexico to-day is a nation at peace within itself and at peace with the world, a nation coming to its feet after years of turmoil, a nation that wants friendship and must have goods.

I have traveled over something like 4,000 miles of Mexican railways. I did not go in luxury, but I did go in fair comfort. The condition of the roadbeds was surprising and the speed amazing as well as at times almost disconcerting.

The condition of the rolling stock is bad—shot to pieces. I doubt if the country possesses a Pullman car in perfect order. America must repair the cars it has and must furnish new ones. Give Mexico a railroad service from the border to Mexico City such as is furnished by the Lackawanna or the Pennsylvania and tell Americans the whole big story about the wonders and beauties and delights of Mexico, and California would have real competition!

The peon still wears his serape, which is his name for a sort of rug or blanket that he throws over his shoulders for warmth. It is a colorful garment, but it is one which he will discard when his wages reach the overcoat point, just as most of them lay away the old sombrero for a regular hat. The sombrero is one of the wonders of the world in the way of headgear, but the prize hat of the Mexican army is a fine felt, not unlike the old Rough Rider hat, lighter in color, and costing each officer who gets one a flat $70. The aviation officer, in his rich brown uniform of snappy design, topped with this costly headgear, is about the prettiest piece of military furniture that the world offers. By contrast the peon who goes trotting along with a van load strapped to his forehead and back is just about at the beginning of things. Contrast is everywhere!

THE OLD MEXICO PASSING

That peon with the load on his back still does much of the short haul transport. He jog-trots through the streets of Mexico City and he moseys along the thoroughfares of the smaller places. He will take your trunk from the station and I have a notion he could deliver a piano.

But intelligent Mexico knows the waste, human and otherwise, of this burden bearing. It knows, too, that the time is coming when the peon is going to have less of a burden strapped across his forehead and more knowledge back of it. So the auto truck is making big winnings.

Auto trucks are wanted to-day in Mexico. They are not easy to get. Dealers have been slow, it seems, to ship them in because of the uncertainty of delivery and because of the owner's uncertainty of continued ownership. But everybody is sure that peace

has hit Mexico to stay and the border ports indicate that others share the belief, for imports from the United States are giving the railroads all they can do. The Government is laying plans for an automobile road from Lareda, on the border from Vera Cruz on the east coast to Mexico City.

Mexico loves not only the essentials, but the luxuries. France supplies great quantities of jewelry. One of the four finest jewelry stores on the continent is in the Avenida Francisco I. Madera in Mexico City. The centavo and the peso are useless coins in that palace of jeweled luxury. Only the big gold twenties are worth talking about in La Esmeralda!

A native peculiarity about the stores is their window display. Nothing like it is to be seen in America. Your first glance convinces you that the window dresser is either foolish or in league with a rival merchant. The display is a conglomeration.

But you make inquiry and conclude that there is reason behind the wreckage. It is estimated that 85 per cent of the population is either illiterate or nearly so. Therefore, the wise merchant puts in his window as many samples of his wares as he can crowd into the space. If he can put into the window some representation of everything he sells he has achieved a triumph. That is his way of letting the people know what he has for them.

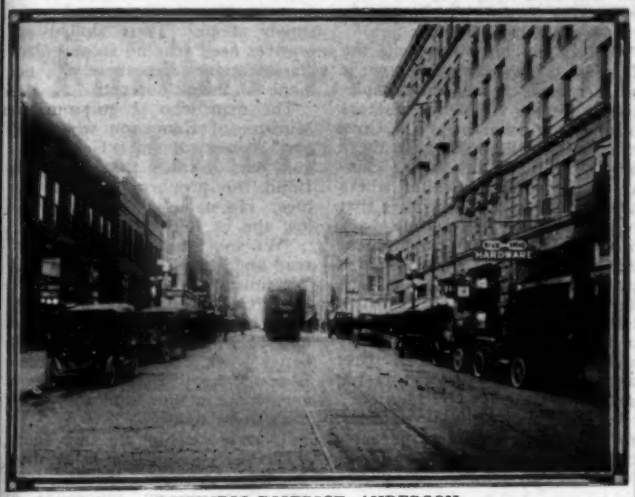
The best Mexico City merchants are well housed and well stocked. Native goods, American goods and European goods are to be had. And let it stand to American credit that America sets the styles—not Paris.

But in the scattered little towns, the out-of-the-way places in the hills and the desert, where small populations straggle in from miles of surrounding country, store life is primitive. 'Dobe huts, always with wide-open fronts, are the rule. Many a merchant spreads his all on the sidewalk, or in the market place which is to be found wherever there are people enough.



IN THE FUTURE, AUTO TRUCKS WILL BEAR THIS MAN'S BURDEN

American trinkets, American overalls, little American necessities and little American foolishnesses are to be found in these dingy stalls and sun-scorched markets. They are the forerunners of better American things



BUSINESS DISTRICT, ANDERSON

"Star" Lights on Indiana— A Gleam or Two on Anderson

Anderson, a thriving Indiana city of some thirty thousand and the county seat of Madison County, lies some thirty-eight miles northeast of Indianapolis.

Among the many manufacturing interests which make their home in Anderson, the largest is the Remy Electric Works, which alone gives employment to approximately twenty-six hundred workers.

There are two excellent newspapers in Anderson, yet in the city proper 762 daily and 1,450 Sunday copies of The Star are sold, while Madison County takes a total of 1,474 daily and 2,121 Sunday copies of The Indianapolis Star.

It is the progressive, financially able class of people who buy Indiana's metropolitan daily, in Anderson, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read—

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

that will find their way in when the buying power of the people reaches up a little higher.

One of the big things on the Mexican trade map just now is the American agricultural implement. Mexico is buying tractors and plows and harrows. The Government is in the market for these things. It maintains in the capital an agricultural exhibit where they are shown. The armies that roved the hills are getting back to the land and the Government feels bound to help them make a success of life in the fields. Plans are being worked out under which it is proposed to resell machinery to farmers at cost and on easy payments. The American easy payment plan may yet play a big part in the progress of Mexico.

Women are getting American sewing machines under the same terms by which their husbands get American plows.

A LAND RICH IN RESOURCES

Mexico is not without the ability to maintain her trade balance. I have a walking stick made of some fifty varieties of fine Mexican woods. The country is rich in timber of the finest kind. Its wealth of oil and silver and gold needs no re-telling. It has mountains of iron and it has coal. It has lands upon lands. Government irrigation projects are calculated to bring into use much that is to-day desert. But whatever the present plans, agricultural possibilities are unlimited. The republic has every shade of climate from perpetual snow to eternal tropical heat, with all that this means for agriculture.

The great handicap is a population much of which does not yet know the uses of modern tools and which cannot read and write. The potentialities are not for to-morrow nor next week, but for the far reach of years to come. There is a native intelligence upon which anything may be built.

I have seen enough of factory operation in the republic to know that manufacturing possibilities are there. There is nothing cleaner and nothing brighter and better ventilated than the Mexican munition factories and army supply shops. Their skilled operatives need fear no second place classification. But there are not many of them—not yet.

The man who is going to be Minister of Education when that post is created under Gen. Obregon has an idea that will help fulfill the prophecy for the future. His name is Jose Vasconcelos, and he told me this:

"We must teach our people to read and write, but not only that. We must and we intend to teach them cleanliness. We will teach them how to eat and what to eat and we will teach them how to do better work, for they must know how to do that if they are to earn more money, and they must earn more money."

That looked to me like sound doctrine. Among the poor there is laziness—hook worm, some say—there is an ignorance of sanitation and an ignorance of all that goes to make intelligent civilization.

They will not be American, not our kind. But they will be Mexican, which is something distinct. The republic to the south of us has terrific problems, amazing difficulties and faults enough. It knows about these better than anybody, but it seems to-day to be facing the future with optimism, determination and a will to win a proper place in the world.

These are things, I think, that it is good for American business men to know, for American business men may have friendship and trade south of the Rio Grande. In fact, they cannot stop it from coming their way in ever increasing volume.

Joins Erickson Agency

Carlton B. Stetson, who has been with the National Sweeper Division of the Torrington Company, Torrington, Conn., since he left the service, has become associated with The Erickson Company, New York.

The account of the Hohlfeld Manufacturing Company, maker of "Delfeld" towels, hammocks and swings, is now being handled by Robert H. Dippy, Philadelphia.

Further Evidence of Baltimore's Growth

¶ Right now 65 concerns are building new plants or additions to their properties which will cost $60,287,200 when completed.

¶ Within the last few weeks building operations have been completed for twenty organizations at a tremendous total expenditure.

¶ All this shows prosperity.

¶ In the center of this prosperous field, reaching out in all directions with a dominating influence, is THE SUN.

¶ Each day of every week The *Sunpapers* thoroughly cover the Baltimore territory with their *home delivered* circulation. They will carry your message to all of Baltimore because

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

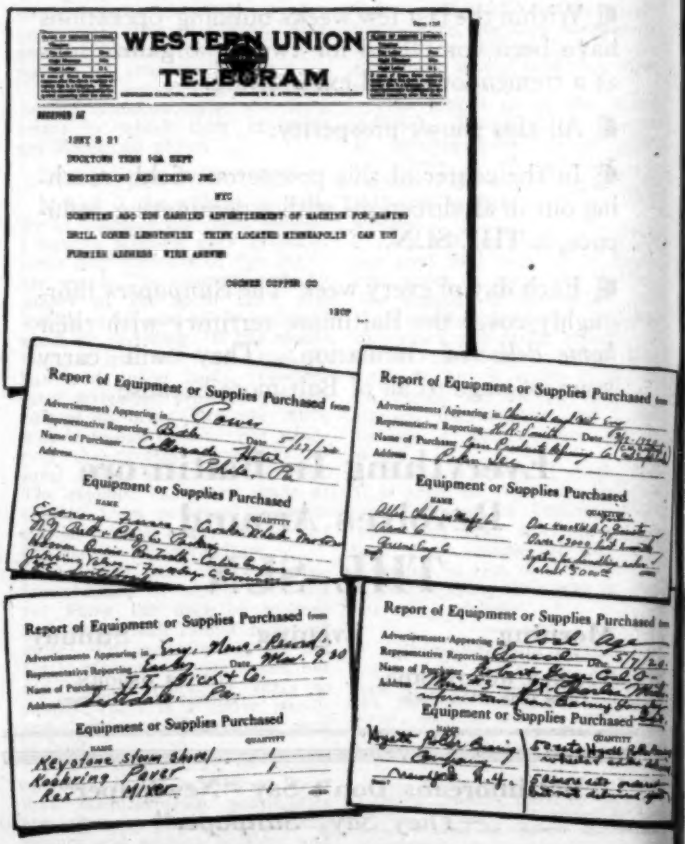
Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Checking up the Sell

Nobody is in a better position to testify to the influence of a business paper on the buying done by its readers, than the BUYER himself.

As a case in point, we reproduce on the opposite page one of many inquiries such as we are constantly receiving—the Oconee Copper Company telegraphs us for the address of a firm advertising a core-sawing machine.

McGRAW-HILL field men are continually in receipt of information, regarding equipment purchased from the pages of McGRAW-HILL publications. C. W. Deitrich, Asst. Power



ing Power of a Business Paper

Plant Supt. at the Corn Products Refining Company works, testifies that in his department alone his concern used the advertising pages of CHEMICAL & METALLURGICAL ENGINEERING as a guide in purchasing the following power plant equipment: 4,000 Kw. A. C. Turbo-Generator; over $3,000 worth of Valves, etc. (in less than 3 months); $5,000 Ash-Handling Installation; Horizontal Cross-Compound Engine; two 199 HP. Motors; two 10,000,000-Gal. Centrifugal Pumps; and two Centrifugal Air Compressor Sets.

The Superintendent of the Robert Gage Coal Company, Mine No. 3, tells of buying 50 sets of Hyatt Roller Bearing Mine-Car Wheels and Axles, and of ordering 50 more sets—purchases arising from Hyatt advertising in COAL AGE.

Mr. J. H. Dick, of J. H. Dick & Company, credits the influence of advertisements in ENGINEERING NEWS-RECORD with an important part in promoting his purchases of a Steam Shovel, Concrete Mixer, Paver, Finishing Machine, and a quantity of Steel Forms for moulding concrete.

The Collonade Hotel, of Philadelphia, Pa., buys regularly from the advertising pages of POWER. A few of its power plant purchases originating in this manner are: Fuses, Motors, Packing, Corliss Engines, Governors, and a power Switchboard.

Twelve Automatic, self-closing circuit breakers were installed in the Joplin & Pittsburgh Railway Company's substations. "Adoption," says Mr. G. H. Grauten, of the Kansas City Railways Company—"resulted from an advertisement published by the Automatic Re-Closing Circuit Breaker Company in the ELECTRIC RAILWAY JOURNAL."

Etc., etc.

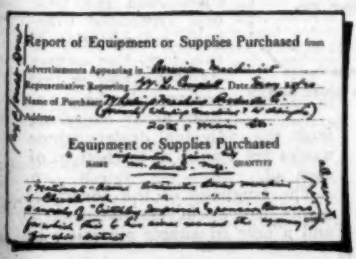
We could go on indefinitely, quoting from hundreds of such reports. We can show you any number of them in our office—fresh from the field.

But it is not necessary. What is demonstrated by these reports is better shown by the character and constancy of our advertisers—the success of our business. All of these mean one thing. Simply that—

Men who read McGRAW-HILL publications buy from them

McGraw-Hill Co., Inc., 10th Ave. and 36th St.

NEW YORK


Report of Equipment or Supplies Purchased from

Advertisement Appearing in

Representative Reporting

Name of Purchaser

Address

Equipment or Supplies Purchased

NAME QUANTITY

Chemical & Metallurgical Engineering
Engineering & Mining Journal
Engineering News-Record
Electrical Merchandising
Electric Railway Journal
Ingenieria Internacional
Journal of Electricity
American Machinist
Electrical World
Coal Age
Power

Tractor Company Keeps in Background While Dealers Do the Talking

General Ordnance Company Conducts Novel Campaign in Important Farm Journals in Which Their Name Is Subordinated

By Harry Thompson Mitchell

THE General Ordnance Company, manufacturer of farm tractors, contends that the American farmer is the most neighborly man in the world.

On the theory that there is inherent in the farmer a preference to transact business with an individual he knows rather than with a corporation in some far distant city, this company has prepared a new advertising campaign in which the company keeps itself in the background, and lets its dealers do the talking.

The campaign consists of ten advertisements and six direct-by-mail folders. The name of the company does not appear once in any of the ads, and even in the folders it is given second place to that of the dealer. It is a dealer-to-farmer proposition entirely, and its appeal is distinctly neighbor-to-neighbor throughout.



Why I Picked the G-O Tractor

At the first inspection it impressed me as the most common sense design of all the tractors I looked over.

I operated it myself and saw how easy it is to handle even for a man of no experience. I changed to six different speeds, forward and reverse, and was never in danger of stripping gears, for there are no gears or clutch in the G-O Transmission.

With that I saw how thoroughly the farmer is protected against mechanical troubles. All its gears are enclosed and running in oil. And there are no gears or chains on the rear wheels.

Then I saw that the G-O is built for a farmer who is not a mechanic. It has fewer parts—and nothing complicated about it. Any man around the farm can do what little fixing there is to do, right in the field without delaying the work.

Nothing freakish or experimental. Four wheels, four cylinders, 14-28 H. P. on gasoline or kerosene.

I want you to come in and see these facts. The G-O itself shows them. That's why I picked it.

They prove its dependability to live up to its eight-year record, plowing ten acres a day, or operating any belt driven machine up to a 28-in. Separator, for farmers all over the country.

Come in and see it, or let me mail you a catalog.

WACO AGRICULTURAL IMPLEMENT CO.
WACO, TEXAS

CONFIDENCE-BREEDING TALK, SIGNED BY THE HOME DEALER

The company's dealers in almost every instance sell a general line of farm implements in addition to G-O tractors. They are men who, through years of contact, have long since won the confidence and good will of the farmers in their territories. When they talk to him they talk in his own language. They know the soil. They know agriculture. And the General Ordnance Company, in realization of this fact, has written its advertising in first person to make it appear as if eminating from the individual dealers whose names are signed at the bottom of each ad.

The language of the advertisements has a conversational turn, and a note of simple sincerity. In

fact one gets the impression from reading them that the dealer himself is leaning over the fence and telling the farmer all about the G-O Tractor.

For example, one ad is headed "Why I Picked the G-O Tractor"; another, "I'll Have Your Boy Running a G-O Tractor in Five Minutes"; another, "I Picked the G-O Tractor Because It Has Made Good for Eight Years—on the Farm"—and so on, each with subjoined copy in which the dealer states his case without frills or fever. The dealer gets over the thought in each advertisement that he personally has tested the G-O Tractor from every practical angle, and that he stands four-square behind its merits.

DIRECT ADVERTISING ALSO

The folders, which adroitly tie up with this advertising, are mailed by the dealer himself to his own prospect list. They tackle the farmer from angles calculated to prove to him the dollars and cents value of the tractor as an investment, as a means of lightening the burdens of his entire farm and household, and as a precaution against the uncertainty that enters into agriculture through the pranks of the elements.

With the last three folders he sends out, the dealer encloses an ingeniously worded return postcard. Its function is to quicken the response of the farmer by offering him exact figures on how much money he would save each year through the purchase of a tractor. It reads:

DEAR SIR:
My farm covers...acres, and I have... acres under cultivation. I am now working it with...hired men, and...horses. What saving in hired help and horses would the G-O Tractor make in my particular case in a year? Also send me the following information:

Space is left at the bottom of the card for him to jot down a request for any additional facts or figures, and to sign his name. The initial results of this campaign have already convinced the General Ordnance Company that it is on the right tack.

Rochester's Exhibition of Printing

An exhibition of the Art of Printing is being held in Rochester, N. Y., which Henry Lewis Bullen, curator of the typographic library of the American Type Founders Company, pronounces the most remarkable he has seen in this country. The exhibition was collected and arranged by Elmer Adler, of Rochester, and all of the books and other objects shown are owned in that city.

The evolution of printing is traced from the Egyptian hieroglyphics and Babylonian clay tablets down through the massive types of Gutenberg, the "Golden Age" of the Sixteenth Century, to the modern examples of fine typography.

Those responsible for bringing the collection together have not let it fade into the academic twilight that has obscured so many similar exhibits. At luncheons of the Chamber of Commerce, City Club, and Advertising Club, manufacturers have been urged to go to the Art Gallery and see for themselves what can be done with white space and type to invite the eye of the prospective reader.

F. P. Keppel with International Chamber of Commerce

Frederick P. Keppel, at present Director of Foreign Operations of the American Red Cross and formerly an Assistant Secretary of War, has been chosen by the Chamber of Commerce of the United States to be the American Administrative Commissioner at the headquarters of the newly-formed International Chamber of Commerce at Paris.

G. H. Wilson Made Business Manager of "Drug Topics"

G. H. Wilson, who for a number of years was in charge of advertising for the Hanovia Chemical and Manufacturing Company, Newark, N. J., has been made business manager of *Drug Topics*, New York. Prior to his connection with the Hanovia Company Mr. Wilson had been engaged in the trade journal publishing field in New York.

Will M. Baumer Account with W. J. Bryan Agency

The Will M. Baumer Candle Company, Inc., Syracuse, N. Y., has put its advertising account in the hands of The William J. Bryan Co., New York. A national campaign, in which magazines will be used, is now being prepared by the Bryan agency.

The Jarvis Thermoflash, a thermostat control for gas water-heaters, manufactured by the B. Ryan Company, New York, will be advertised through the agency of Charles Austin Hirschberg, Inc., New York.

Guessing on Advertising Results

Campaigns Often Bring Surprises, Even When Planned with Greatest Care

By Hugh E. Agnew

"BOBBY" BURNS'S observation that the best laid plans of mice and men fall below reasonable expectations is singularly applicable to advertising campaigns. Not only do some of the best laid advertising plans fail to function as anticipated, but they win big success in a way contrary to all predictions. The disappointments and surprises in advertising are not confined to the inexperienced, although every year the tyros come nearer monopolizing the failures. But the big advertisers, the ones whose campaigns are prepared with abundant statistics at hand, and years of successful selling as experience in handling their merchandising and publicity, find things working out in the most unexpected ways.

One seasoned advertising man said of advertising stunts, "There is always a kick-back which no one can anticipate. If the plans are well thought out and laid along the lines experience has taught are sound, almost always there will be a surprise. If chances are taken and experiments tried because of their novelty, there is sure to be a surprise, and usually a disappointment."

This is in line with the experience of R. S. Childs, who has charge of advertising and sales for the Bon Ami Company, of New York. When interviewed by PRINTERS' INK he first gave notice that he could not make all his advertising stories have a happy ending. Some things have a baffling way of defying all scrutiny until the money has been spent, and then they stand out with the most embarrassing distinctness. An effort to increase the sales of Bon Ami in cities notorious for their smoke, which is one of the most fertile causes of dirty windows, was disappointing in its failure to increase the per capita sale which was unexpectedly low when the campaign began. Evidently the standards of window cleanness in smoky cities is low, and more than a moderately aggressive campaign is necessary to elevate the ideals of transparency.

Bon Ami has two major seasons, spring and fall; the average sales for May being twice the amount of February sales. That being the case, it was decided to concentrate the advertising on the periods of greatest use. It would seem to be easier to increase the number of customers than to encourage old customers to use Bon Ami more continuously. As a result the major seasons have shown a satisfactory growth, but their relative growth is less than of the former dull seasons, and the valleys in the sales curve are being filled in. A post-mortem suggests that as most of the Bon Ami copy is to develop new uses, it is effective, and many of the new uses are not seasonal.

A CONSTANT STREAM OF NEW USES

A little more than five years ago the Bon Ami Company ran a contest offering prizes to those who would send in the most uses for its product. Since that time correspondence has been so large from the people who think they can suggest uses that will greatly extend the sale that a form letter has to be employed in answering the letters. Claims that the new use "will double the sales" are common, and some are so sanguine as to think they can do even more than double the business, and the expectancy of remuneration, not on the terms of the original contest, but in proportion as the writer thinks he can benefit the business, is not disguised.

The reply to these offers carries with it a list of over a hundred uses, and promises a reward of two dollars for any application not already scheduled. Or, if the new use is thought to be of such value that it can be advertised,

THEATRE Programs in New York compete with no other form of advertising.

They just happen to be the form of advertising providing a tremendous force because they are allied with the New Yorker's demand for more entertainment and recreation than the resident of other cities.

And if other forms of advertising suffer because of this condition, it is not the fault of the other forms of advertising.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

the reward is fifty dollars. A woman of Hannibal, Mo., has the distinction of being the only one to get the fifty dollar prize. She discovered that Bon Ami would clean stained dress shields. Hardly had she received her checks when the people of Hannibal suddenly recalled unadvertised uses in great numbers, and nearly deluged the office. Only one person has been awarded the two dollar prize, which shows how well the contest did its work.

Formerly the company did a large amount of sampling, the results of which, like all the other advertising, were carefully checked. It was found after sampling Washington, D. C., that the sales curve flattened for a time, then took an upward turn. After two years it was sampled again with the same result. Once more it was tried, and instead of immediately stimulating sales there was another drop in sales with a later recovery just as in the two previous cases. Since that sampling has been discontinued.

The only explanation that seems to cover the phenomenon is that the generous sample took the place of some of the product that would otherwise have been bought. That leads to the further conclusion that when a household article of such long standing, and the subject of such general advertising as Bon Ami has an established distribution, its sale will be little stimulated by general sampling.

Manufacturers of a softening compound for hard water made an aggressive sales effort to have their product included as one of the ingredients of Bon Ami, thereby increasing its effectiveness. A list of the cities of the country having hard water was arranged at the request of Mr. Childs, in order of their hardness. Los Angeles was first. A list of cities of largest per capita Bon Ami sales revealed that where the water was hardest it sold best. It was unexpected, but conducive to satisfaction over the *status quo*.

Bon Ami has no salesmen, but employs two "scouts" whose business it is to go over the country and check up on its sales and the sales of competitive products. The results are so tabulated and indexed that the one in charge of sales can tell in a minute whether the number of distributors has increased or fallen off at Puyallup, Wash., or Tallahassee, Fla., since the last investigation, and how his chief competitors have fared meanwhile. Such other information as total sales to these and other cities is also available for checking against magazine circulation in the same territory, or for any other purpose desired.

Advertising with those who know is no longer a gamble, although sometimes it is used for an experiment, as in the case of the smoke-covered windows mentioned above. There is no question that the standard of cleanness of windows could be raised by advertising, but the cost would be out of proportion to the profit on increased sales. The idea is that firms which have a scientific basis for their advertising know when their advertising is going to produce results in a way that may be approximated. Sometimes there are other results than were expected. Again, when a firm is trying an experiment with its advertising, it knows beforehand that results cannot be anticipated, and regulates the extent and expense of the campaign according to the amount it is worth to get the results which the advertising will show. It is not a gamble, but an investigation.

Bluebird Washing Machine with Smith, Denne & Moore

Smith, Denne & Moore, Ltd., Toronto, are handling the advertising account of the Bluebird Corporation, Brantford, Ont., maker of "Bluebird" Washing Machines.

The Bluebird Corporation has designed a trade-mark, the main lettering on which is "A Colonial-Made Appliance." It is the intention of the corporation to make a wide variety of electrical household appliances which will be marked under the above mentioned trade-mark.

Advertising Chinese Antiques

The account of Edward I. Farmer, Inc., Chinese antiques, New York, is now being handled by Gornay, Inc., New York. Magazines and rotogravure sections of newspapers are being used.

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

as viewed by

H. K. McCann Company—

"May I ask that you accept our sincere thanks for the very comprehensive report you have submitted? During the past several years the writer has had occasion at various times to request similar information from the various newspapers throughout the country, and I must say that the report you have submitted is the best I have ever seen. It is certainly the last word in newspaper co-operation."

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle

Farm Life and the Big Dailies—

THE returns to Farm Life's questionnaire showed that in all about 60 per cent of the subscribers read some kind of a newspaper.

But 44 per cent read small dailies and country weeklies of a few thousand circulation which are only included on a very few of the largest national advertisers' lists.

Of the 6,115 readers of Farm Life who replied to this questionnaire only 983 or 16 per cent are readers of those metropolitan daily newspapers shown in the table. These are the newspapers most national advertisers use, but few, if any national advertisers use all these papers.

Study the figures and calculate the percentage that *your* newspaper list is reaching.

The newspapers like the general magazines have their important place, but that place is chiefly in the cities.

To sell Farm Life readers you must use Farm Life.

THE FARM LIFE PUBLISHING CO

THE JOHN M. BRANHAM COMPANY
ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT CLEVELAN
ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISC

SPENCER, IND.
Farm Life

Farm Life Families who Subscribe to Daily Papers

	Replies	Take Met. Daily
Alabama	195	16
Arizona	12	1
Arkansas	151	6
California	50	3
Colorado	33	17
Connecticut	24	2
Delaware	22	7
Florida	65	2
Georgia	290	68
Idaho	43	14
Illinois	417	89
Indiana	581	117
Iowa	117	20
Kansas	98	12
Kentucky	248	72
Louisiana	70	22
Maine	44	4
Maryland	55	11
Massachusetts	36	11
Michigan	201	26
Minnesota	170	29
Mississippi	252	66
Montana	73	5
Nebraska	69	18
Nevada	3	1
New Hampshire	12	6
New Jersey	29	1
New Mexico	14	4
New York	189	15
North Carolina	215	2
North Dakota	125	19
Ohio	336	67
Oklahoma	121	12
Oregon	53	11
Pennsylvania	335	52
Rhode Island	5	1
South Carolina	96	9
South Dakota	85	12
Tennessee	184	5
Texas	243	48
Utah	18	1
Vermont	32	2
Virginia	206	3
Washington	72	20
West Virginia	109	18
Wisconsin	134	30
Wyoming	13	2
	6,115	983

Arkansas Gazette	13
Atlanta Constitution	56
Atlanta Journal	17
Baltimore American	10
Baltimore News	5
Baltimore Sun	7
Birmingham News	16
Boston Globe	6
Boston Post	18
Chattanooga News	5
Chicago American	6
Chicago Daily Journal	15
Chicago News	13
Chicago Tribune	26
Cincinnati Post	33
Cincinnati Times	10
Cleveland News	12
Cleveland Press	6
Cleveland Plain Dealer	12
Dallas News	19
Dayton Daily News	5
Detroit Journal	6
Detroit Free Press	8
Denver Post	9
Fort Worth Telegram	17
Houston Chronicle	15
Idaho Daily Statesman	8
Indianapolis News	43
Indianapolis Star	39
Indianapolis Times	17
Kansas City Journal	9
Kansas City Post	12
Kansas City Star	25
Louisville Courier	27
Louisville Herald	17
Milwaukee Sentinel	9
New York Sun & Herald	8
Oklahoma Times	5
Omaha Daily Bee	20
Omaha News	13
Philadelphia Inquirer	6
Philadelphia News	14
Philadelphia Record	9
Pittsburg Dispatch	10
Pittsburgh Gazette	16
Pittsburgh Post	7
Savannah Morning News	10
Shreveport News	10
Sioux City Tribune	11
Spokesmans Review	13
St. Louis Globe Democrat	94
St. Louis Star	13
St. Louis Times	6
Toledo Blade	25
Toledo News Bee	17
Misc.	95
	983

(Table reproduced from newspaper tabulation from the questionnaire)

Middle States
Farms 36% of Total in United States
Farm Life 32% of Total Circulation

Western States
Farms 6% of Total in United States
Farm Life 6% of Total Circulation



Eastern States
Farms 12% of Total in United States
Farm Life 17% of Total Circulation

Southern States
Farms 46% of Total in United States
Farm Life 45% of Total Circulation

Live Wires!

Longacre

2320
2321
2322
2323
2324

Charles Francis Press

461 Eighth Avenue
New York

How Advertisers Use Reports of the Audit Bureau of Circulations

"Sixteen Ounces to the Pound" Is What They Want to Buy

By L. B. Jones

Advertising Manager, Eastman Kodak Company

THE A. B. C. now has the goods. It is promptly issuing audits on the circulation of something more than 1,200 publications. It tells definitely—how much, and how much paid. It tells where the circulation is, and is telling more and more of how the circulation was obtained and of those other details which every purchaser of white space is entitled to know.

There is a growing group of users of space from Missouri who have to be shown. The bigger that group is, the better for the users of space, and the better for the A. B. C. publications. The A. B. C. has something to sell to buyers of space—that something is service. It has become such an important service and such an efficient service that it should be advertised. The A. B. C. is in a comfortable, although I dare not yet say, an impregnable financial position. It has money in bank and has investments in bonds. I believe it should also invest some of that money in advertising that will reach the buyers of space. Even as an advertiser talking to publishers, I ask you to note that I do not say spend money in advertising. I say *invest* money in advertising.

But this advertising to advertisers must be honestly conducted. It must show what the A. B. C. is and what it stands for. It can and should show that the publisher-members of the A. B. C. so conduct their circulation departments that they are not fearful of the close scrutiny of the A. B. C. auditors—that they are glad to let prospective customers for space have all the facts. But there it should stop.

The A. B. C. cannot and should not put its seal of approval upon any publication. It can and should give the facts regarding circulation—beyond that it ceases to function. You can audit only those things that are tangible—things that can be counted. The A. B. C. emblem should be used by the publisher only so far as it indicates his willingness to have the facts known. It is not necessarily an emblem of quality.

For six years I have been trying to get over certain facts to publishers and to advertisers. To the advertiser I say: "You are supposed to know the goods you sell; you are supposed to know what classes and kinds of people buy your goods. You are supposed to be an advertising man, and being an advertising man, you are supposed to know something of people's habits of mind and habits of reading. By taking up a certain publication—or three or four copies of said certain publication—and reading some of the articles, by noting the quality of the literature and presswork, you should be able to decide pretty fully whether or no it appeals to the people to whom your goods will also appeal. If you don't know this much about your goods and about human nature, you just are not an advertising man. But you do know these things, and the publication does appeal to your clientele. The rate is so and so. Now comes the A. B. C. It answers for you the questions which your knowledge of your goods and of human nature cannot answer. It tells you what the total circulation is; it tells you what the net paid circulation is; it tells you where the circulation is; it tells you how much of the circulation is news-stand and how

Portion of address as retiring president before annual meeting of Audit Bureau of Circulations, Chicago, June 20, 1920.

much is subscription and how much is in arrears, and indicates pretty clearly the subscription methods followed. It counts for you the things you have not time to count—or the money to pay separately and individually for having counted. You sharpen your pencil and figure out the rate per line per thousand. Perhaps there are some of the circulation methods you don't like—but then the rate per thousand is low, very low; you throw out the certain percentage of circulation you don't like—and figure again. You still find the rate reasonable—and buy—or you find it too high and do not buy.

On another publication you whistle in astonishment at the rate per line per thousand! Then you analyze the whole business and you find the circulation is as clean as a hound's tooth. Every copy is sold on its own merits. The news-stand records are correct, every subscription is cash in advance—no installments, no premiums, no delinquents. You buy.

The A. B. C. counts for you the things you cannot count, and gives you physical facts you can get, for sure, in no other way. *Mr. Advertiser, the day of hunches has gone by in our line.*

CIRCULATION COUNTS, BUT ALSO QUALITY OF READERS

Now to you, Mr. Publisher: For the most part, we collect our data, A. B. C. and other data; we consult with our agents. We decide on a list. Sometimes this list is flexible, sometimes it is not. Your publication is not on the list, even though its A. B. C. showing is truly excellent. You conclude that we have failed to study our A. B. C. report. Our own babies, you know, are always the brightest, our own publications always "wield the most influence." The advertiser has, indeed, weighed your circulation, but he has also studied the publication with a view to getting at the quality of your readers. (And whether he wants quality depends on what he is selling.)

The A. B. C. gives him the statistics—because he decides against you is by no means proof that he hasn't studied the audit.

X, Y and Z recently bid on a printing job for me. X is an exceptionally good printer. Y and Z are both pretty good printers. X was high, but not very high, and Z was low. I gave the job to X. By some hook or crook, Y found out what the bids were and registered a protest. The answer was that he was never considered. X had a right to the job, if it was given on a quality basis, and Z would have gotten it had it been purely on a price basis. I really considered both price and quality. If X had bid a little higher the job would have gone to Z on the ground that there was not enough difference in quality to warrant the difference in price. In buying white space, just as in buying printed matter, we advertisers must consider *quality and circulation and price.*

Some publications of high literary and artistic merit are deplorably bad in their circulation methods. Other publications that are typographically impossible, that are without real literary merit, and can appeal only to minds of the most ordinary calibre, have circulation methods that are absolutely above reproach.

The advertiser has to measure all of these things, and for thousands of advertisers the A. B. C. is the circulation yard stick.

WANT CLEAN AS WELL AS BIG CIRCULATION

There has been much talk about advertisers being circulation mad. That talk has been overdone. Of course, they want all the real circulation they can get, and at as low a rate as they can get it, but everything else being even, they will give the preference to the publication that has clean circulation methods.

Some publishers don't know the lengths to which solicitors will go. I well remember being solicited by a young enthusiast who assured me that while we really had a wonderful business, we could never have any real growth, could not "achieve the possible potentialities in our business until we

The Minneapolis Tribune was chosen by the American Writing Paper Company and the J. Walter Thompson Co., its advertising agency, for an early fall campaign of three full pages. The copy carries a very convincing argument to Northwestern printers and business men.

Victor talking machines and records are being advertised again in The Minneapolis Tribune. Liberal space is being used four times a month, copy coming from the F. Wallis Armstrong Agency. The sustained campaign for Victor products is maintaining its position in the phonograph world and particularly amongst the thousands of readers of The Tribune in the Northwest.

Bunte Bros. cough drops are being presented to the people of Minneapolis and the Northwest again through the columns of The Minneapolis Tribune, the campaign now scheduled running through the winter months to May of 1921. Vanderhoof & Co. is placing the copy.

The Service Department of The Minneapolis Tribune has furnished National advertisers and agencies within the past month with more than fifty surveys and merchandising reports on the Minneapolis field. The Commercial Tribune, published by The Service Department, is delivered twice each month now to more than 9,000 retail merchants of all classes in Minneapolis and the Northwest. It is a general trade paper and gives advertisers an ideal tie-up with retailers for their advertising campaigns in The Minneapolis Tribune. Advertisers who have enjoyed its co-operation assert that in no other way have they had the continuous support with the trade while their campaigns are on that they have received from The Minneapolis Tribune through its trade aid publication.

The Luverne Motor Truck Company, of Luverne, Minn., recently sent broadcast a circular reproducing an article from The Minneapolis Sunday Tribune analyzing the extent to which the motor truck has replaced the horse for commercial hauling. Particular emphasis was laid upon the fact that the motor truck is proving a most important factor in the matter of moving the Northwest's great grain crop this year, the efficient transportation of which was threatened by the lack of freight cars.

Frank Duggan of the Gundlach Advertising Company, Chicago, has sent The Minneapolis Tribune a next-to-reading contract for the D. D. D. Co. Snappy illustrations and strong selling arguments mark this copy.

The Commercial Tribune, the trade aid publication of The Minneapolis Tribune, has been selected by the Minneapolis Retail Grocers' Association, Inc., as the medium for its official communications to members, reports of its meetings, etc. This places The Commercial Tribune in a particularly strong position with the retail grocers of Minneapolis and adds materially to its value in the matter of co-operation for food advertisers in The Tribune.

There are 19,000 more copies of The Minneapolis Tribune sold daily and 35,000 more on Sunday than are sold by any other Minneapolis newspaper.

The George L. Dyer Agency of New York has placed with The Minneapolis Tribune the fall and early winter campaign for the Gillette Safety Razor Company. Some very effective dealer copy as well as that direct to the consumer is being used and particular strong in illustration and text is that presenting to the public the new "Big Fellow" safety the company is featuring.

Member A. B. C.

The Minneapolis Tribune

FIRST in its City — Is the oldest and best daily Newspaper published in Minneapolis.

FIRST in its State — Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

FIRST in its Federal Reserve District — Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation

consistently used his publication." I took him to the window and pointed across the alley.

"Young man," said I, "you undoubtedly have a good medium, but we make more cameras in that factory, every week, than there are total purchasers of your magazine in a month—and we sell them, too. Such being the case, how can you do for us what you say you can do?"

He faded, and I have not seen him since.

And I imagine that this young man went back to his publisher and demanded *circulation, circulation, circulation,* and indicated that that was all he needed to get the Eastman business.

Do not be deceived by the excuses given you by young men who fail to bring home the bacon. It isn't really circulation that we want—it's sixteen ounces to the pound.

As an advertiser, I do not want the A. B. C. to try to tell any publisher *how* to run his business. As an advertiser, I do want the A. B. C. to tell me just how every publisher gets his circulation and how much he has of it.

As an advertiser I want other advertisers to know more and more of A. B. C. methods and of A. B. C. efficiency. I want them to know that A. B. C. publishers welcome the fullest investigation of their circulations and circulation methods. I want them to know that while in the A. B. C. there are all kinds of publications appealing to all kinds and classes of people, that in one thing all A. B. C. publishers are alike—they always welcome a circulation auditor.

The A. B. C. now has the goods. As an advertiser, I want to see it advertise those goods. As your retiring president, I recommend that we, as advertising men, take our own prescription and advertise.

Warner with "Short Stories"

Robert O. Warner, for some time a publisher's representative in Chicago, has been appointed Western representative of the *Short Stories,* Garden, City, N. Y.

French Shoe Manufacturers Tell Why Prices Are High

The shoe industry in France, as in other countries, particularly in England and Canada, is meeting with many difficulties. The question of price seems to give much trouble to the French manufacturer.

Through their association, Syndicat Général de l'Industrie de la Chaussure de France, these manufacturers are advertising in order to explain the high prices of shoes.

The advertising has been in the form of cartoons, which are displayed in retail stores. A translation of the copy of one of these cartoons reads:

"These make an immediate reduction in prices impossible: Higher wages, the eight-hour day, heavy taxation, dear coal, increased cost of transportation, shoes manufactured on the basis of prices for raw material and against winter contracts."

The copy also deals with what results would come should prices be immediately lowered. When freely translated, it says:

"These would be the results of a reduction in prices now: Thousands of workmen thrown out of employment, commercial and industrial catastrophes, entire stoppage of business, falling off of national production, markets thrown open to foreign traders, general lack of confidence in business circles, and an eventual all-round rise in prices."

Meals Delivered to Homes, Ready to Eat

When the maid leaves suddenly, telephone for a ready-to-serve dinner to be sent to your home. This is the gist of the advertising message of Coopland the Caterer, in Cleveland. It is not unusual for restaurants to specialize in meals to be sent out, but most of them depend on mouth-to-mouth advertising to increase their patronage.

Coopland's dinners consist of soup, roast, potatoes, vegetables, salad, dessert and coffee, and are sent out in thermal containers.

Advocates Advertising for Bottlers

Pure Food Commissioner James Faust, in an address before the Pennsylvania Bottlers' Association in convention at Allentown, advocated a publicity campaign on the pure drink question, declaring that a standard product, well advertised, has always proved a winner.

On Copy Staff of Chicago "Herald and Examiner"

J. E. Erickson, for the past four years with the A. W. Shaw Co., Chicago, publisher of *System,* is now with the copy department of the Chicago *Herald and Examiner.*

An Elderly Maiden of Pennsylvania—

once evinced a desire to purchase a certain article "because its advertising spoke so well of it." A rather delicate compliment—but we do not expect you to hand us your orders for Industrial-Educational Films merely on the basis that our publicity sounds good.

We want you to investigate *completely* who we are, what we have done individually and collectively—what we are doing *now,* and what is even more to the point—what we can do for *you.*

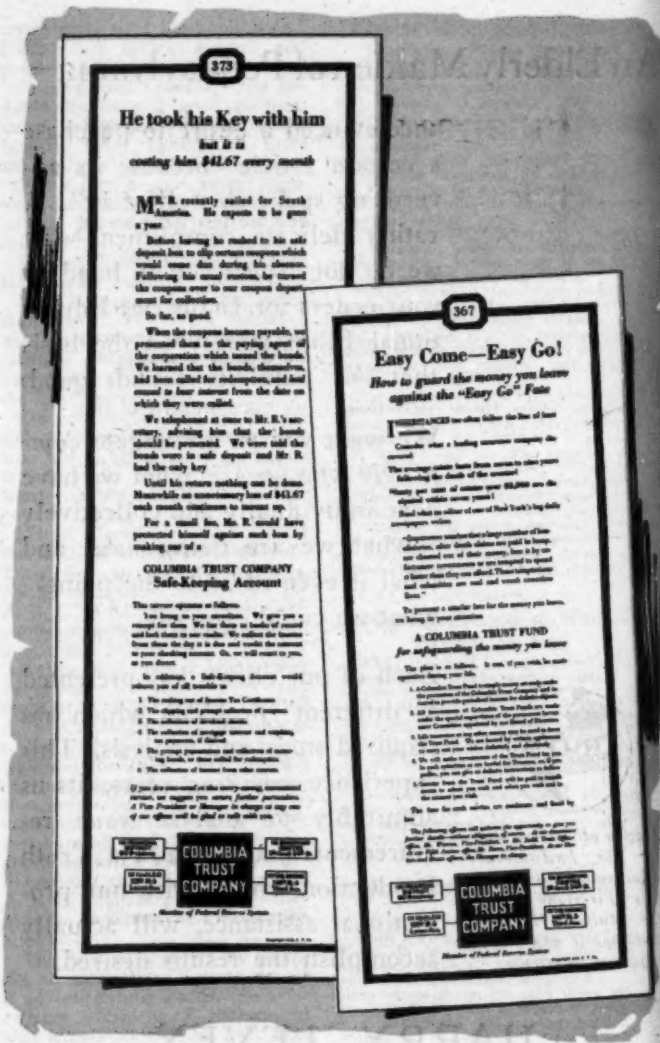
Each of our clients has presented a "different" problem, which has required study and analysis. This experience, covering years, fits us admirably to analyze *your* requirements and to build a Truth Production which, with our promotional assistance, will actually accomplish the results desired.

Among others, we handle the Industrial-Educational Film work for Firestone Tires, the Multigraph, Cole Automobile and Westinghouse Electric.

HARRY LEVEY
SERVICE CORPORATION

Producers and Distributors of Industrial Educational Films

Offices and Studios: 230-232 West 38th Street
NEW YORK CITY



The Blackman

ADVERTISING

And yet some say

Finance is a Dry Subject!

UP TO six years ago the advertising of the Columbia Trust Company was confined to pleasant and conventional booklets written by outsiders, and to occasional newspaper advertisements of the "card" type.

Familiar with our work for another advertiser, a Columbia Trust Company official asked us what we thought we could do for them.

Before we could answer we had to find out.

For four months we met regularly once or twice a week for half day sessions, with the officers of the Columbia Trust Company.

Fortunately we knew just enough about finance to appreciate the sizable problem of presenting in popular language the services of a trust company.

A representative of the Columbia Trust Company who calls regularly on men with whom they want to do business reports that 50% of these men *regularly read the advertisements of the Company.*

What percentage of *your* chosen list of "prospects" regularly reads *your* advertisements?

Would you like to increase that percentage? We believe that we can help you.

Company New York

116-122-W. 42nd ST.

IN the past six months The New York Evening Post gained 22.8% in circulation over corresponding months last year.

THIS is more than double the gain of any other New York daily save the Brooklyn Eagle, which had 17.9%.

OF the 13 others whose figures are available, 6 averaged only 6.5% gain and 7 averaged 3.8% loss.

Can Advertising Shoulder the Whole Sales Responsibility?

Salesmen for Mulsified Shampoo Are Really Field Representatives of Advertising Department

By Arthur Cobb, Jr.

EVERY once in a while we are reminded that advertising as a merchandising force has its limitations. Authorities hold that it is valuable to create consumer demand and acceptance, and to pave the way for sales, but should not be expected to complete sales for manufacturers selling through dealers and jobbers without the co-operation of a direct selling effort.

This sounds reasonable enough, but anyone who believes it holds good in every instance is due for a surprise when considering the case of the R. L. Watkins Company, of Cleveland, manufacturer of Watkins's Mulsified Cocoanut Oil Shampoo. The experience of this company shows that limitations on the value of advertising as a merchandising power may be much less than is generally supposed.

This does not mean that the Watkins company has no sales department or employs no traveling salesmen, for it does, and they are a vital part of its selling plan. But before considering this phase of the subject it will be well to review briefly a little interesting history.

Seven years ago the company decided that the American public would be willing to relegate the price question to the background if it were furnished a shampooing preparation that would cleanse the scalp and hair without leaving it either oily or too dry. A preparation of cocoanut oil that would give this result was produced after considerable chemical experimental research. The next problem was the selection of a name for the shampoo. The owners of the business recognized at once that this was a highly important and crucial matter. "You know what would have happened to us," said an official of the agency handling the account, "if we had simply called it 'Watkins's Shampoo' or something of that sort. We knew we needed a word in the name somewhere that would convey by suggestion the inherent qualities of the preparation. We decided that a lot depended on having this particular detail exactly right before starting to advertise on a large scale. So we finally hit on the word 'Mulsified.' This is a coined word, now registered as our trade-mark, but it doesn't sound like a coined word at all. When you first see it, you have a vague idea that you might find it in the dictionary. To most people it conveys the impression of something cleansing and at the same time comfortable and pleasantly soothing to use. We believe it is psychologically correct and consider it one of our best assets in an advertising way."

RAPID RISE OF BUSINESS

With the product right and the name decided on, the company decided that it was all set. Distribution and advertising started simultaneously, at first being limited to the Ohio territory. The first orders were solicited on a consignment basis through the wholesale drug trade, and newspaper copy was used consistently in the larger cities and towns of Ohio. The consignment arrangement was withdrawn as fast as repeat orders were placed, and no sales whatever are now made on this basis. The business soon became national in scope, as did the advertising. To-day the company uses general and women's publications twelve months and fifty-two weeks in the year, farm papers from November to April, and runs newspaper copy the year

round in 600 cities and towns. The company is also an extensive user of outdoor display and car cards. In addition to its business in the United States it has developed a flourishing trade in England and in South America.



CONTINUOUS ADVERTISING HAS BUILT A STEADY DEMAND AND DEALERS BUY ALMOST AUTOMATICALLY

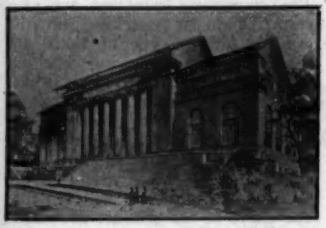
It is easy to see that advertising is the life-blood of this organization. It permeates every part of the selling plan. For instance, the traveling salesmen of this company are really not so much salesmen as they are field representatives of the advertising department. As has already been stated, direct sales are made through wholesale druggists, and the Watkins salesman is directly responsible for the increase or decrease of business in his territory. But he spends mighty little time in direct sales talk or in asking for orders. When he calls on the retail druggist, he calmly announces that he has not come to solicit an order for anything, but merely to talk about advertising and show how it can be made to benefit the druggist. He exhibits the advertising that has lately appeared. Note carefully that he shows what *has* appeared, not what will appear.

In commenting on this, the official already quoted said, "As our advertising is practically continuous, we feel that as long as the dealer knows this, nothing in particular is gained by explaining future plans. Rather, our men try to impress the dealer with the volume and variety of the advertising we have done and are doing all the time, with the idea that if the dealer's sales of 'Mulsified' have not been what they should be, some gentle and tactful reproaches are in order. The salesman suggests that the dealer display the product more prominently in his store, or put in window displays oftener and maintain them longer. The salesman puts in the display himself if he can get the opportunity. Our men let sales largely take care of themselves. Essentially what they try to do is to create in the dealer's mind the impression that we are setting a standard for him by the volume and persistency of our own advertising, and that he will certainly lose profits if he doesn't see that his advertising efforts in his own store measure up to that standard or come somewhere near it."

Many manufacturers operate on the principle that it is good business to stock the dealer just a little more heavily than he wants to be stocked, the idea being that the dealer will tend to push sales harder so as not to be caught with an overstock. The Watkins company believes precisely the opposite. This is another reason why the men make no specially vigorous attempt to close sales on the spot.

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of The Hartford Times

HARTFORD might well be called the Typewriter City of the World, for in the "Queen City of New England" two of the world's largest typewriter manufacturing plants are located —Underwood and Royal—whose products are sold in remotest parts of the world.

These great factories employ approximately 8000 high grade American or Americanized workmen, having payrolls amounting to $12,500,000 yearly.

As the industry is practically non-fluctuating, employment is steady and, consequently, the buying power of workers is maintained.

Hartford's typewriter factories go a long way in the making of this territory a most profitable field for National Advertisers and, without question, the newspaper that, far more than any other, reaches this particular mass as well as dominating the entire Hartford trading radius is

THE HARTFORD TIMES

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York

Lytton Bldg., Chicago

"We believe thoroughly," PRINTERS' INK was told, "in the psychology of the repeat order. If a dealer orders frequently in small lots, the ultimate effect is much better than if he orders even a larger total amount at one time. The frequent running out and reordering serves to remind him of us and our product in a pleasant way. His investment is smaller, his turnover more rapid, and his impression that the goods are moving is strengthened.

"We attempt to place no restrictions on the price at which either the jobber or the dealer resells the product. The matter is entirely up to them. They are given free rein to sell the product entirely on its merits at what they, not we, consider a fair profit. Under these conditions we find that they are pretty certain to maintain stocks sufficient to meet the demand created by our advertising. They know the demand will be steady because the advertising is. The whole idea is to make it as easy and pleasant as possible to handle this shampoo.

"We also point out to our dealers that the advertising creates a condition of consumer acceptance which will enable them to sell it to practically anyone in the market for any kind of shampooing preparation, even much cheaper ones. This adds to the dealers' profits and at the same time increases the customer's satisfaction. We are very careful, however, that our dealers sell 'Mulsified' strictly on its merits as a shampoo, and not in any sense as a tonic or hair restorer. Although it is a fact that proper shampooing does increase the general health of the hair and scalp, we do not even dwell on this in our advertising. We feel it is vitally important to maintain our product definitely in its place in the public mind as a shampoo that will clean the hair and scalp and leave them in satisfactory condition. We do not wish to endanger this position by making other claims that might result in disappointment."

When calling on the jobber, the salesmen follow the same general plan as with the dealer. That is, no particular pressure is used to secure large orders. The conversation hinges about advertising. Much care is taken to see that the jobber and his salesmen thoroughly understand the Watkins's viewpoint in regard to the retailer, as already explained. The company's salesmen are also responsible for checking up the outdoor advertising in their respective territories, and keeping the home office in close touch with the condition, number and location of boards, posters, etc.

In preparing its consumer advertising, the company has some pretty definite ideas about where to get good copy. It believes that the users of its product are about the best copy writers it has. Many unsolicited testimonial letters are received, and each is scrutinized for copy ideas.

WHAT THE ADVERTISING TELLS

The general plan of the consumer advertising is to convey the idea that regular and proper shampooing is the only way to keep the hair looking its best. Appearance is the main appeal to everybody. "Your hair simply needs frequent and regular washing to keep it beautiful," runs one advertisement, "but it cannot stand the harsh effect of ordinary soap. The free alkali in ordinary soap soon dries the scalp, makes the hair brittle and ruins it."

Both black and white and color pages are used. The color illustrations are frequently reproductions of women of much pulchritude in various stages of the shampooing process. One of the most effective of the black and white pages shows a composite photograph of about thirty children with unusually good looking hair. The copy, which occupies a box in the centre of the lower half of the page, is headed "Children's Hair Needs the Best of Care." This advertisement brought the company over a thousand letters commenting on it, in addi-

(Continued on page 65)

Money Talks!

IF you would like to get an idea of the vast amounts of money saved by thrifty Americans—

If you want to see what an important role a great newspaper like the NEW YORK AMERICAN plays in guiding the funds of its readers into the right and safe investments—

If you want a demonstration of the absolute confidence of NEW YORK AMERICAN readers in their newspaper on the all-important question of money—

If you want irrefutable proof that the NEW YORK AMERICAN'S quantity circulation has a remarkable quality, expressed by the intelligence and prosperity of its readers—

If you want to keep informed and up-to-date on the value of newspapers as advertising media—

You should at once read a booklet: *"A Market Place for the Sale of Securities, Introducing a Rapidly Growing Power in the Financial Field—The NEW YORK AMERICAN."*

A copy will be sent you on application to Advertising Director, NEW YORK AMERICAN, 1834 Broadway, New York City.

Where Are the Orders to Come From?

Manufacturers in every line are anxiously planning their sales campaigns for 1921.

The widespread wave of cancellation of domestic orders which has recently taken place serves to emphasize once more the vital importance of manufacturers catering to export business year in and year out.



Harbin, Manchuria

Hundreds of American manufacturers have not done so during the past two years because they were in a runaway seller's market, and had more orders on their books from domestic customers than they could deliver promptly.

On the other hand, those manufacturers who have long since adopted a permanent export policy and have kept rigidly to that policy, no matter what the

temptations of the domestic market were, are in the enviable position of having their business well distributed.

They are not dependent upon the demand nor the financial situation in any one market, and have the maximum breath of distribution with the minimum risk of general temporary depression.

Business is never in the same condition in all parts of the world at once.

If a reaction is world-wide, its effects are not felt from all quarters at the same time, but are spread over a period of months or years. Thus Japan felt the reaction last spring, while Mexico is apparently just starting a new era of prosperity after 8 years of political trouble.

The importers and buyers of goods all over the world read the AMERICAN EXPORTER'S editions in English, French, Portuguese and Spanish.

We offer manufacturers the means of contact with these buyers.

The publicity is backed up by a comprehensive foreign trade service which includes advice in formulating export policies, credit reports, lists of importers and dealers, names of visiting buyers, translations, etc.

Will you permit us to place before you some interesting facts and figures regarding export possibilities in your line?

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place New York



"You See, I Do My 'Window-Shopping' in The Farmer's Wife

Before going to town—the advertisements in The Farmer's Wife serve as show windows," said this farm woman while preparing stuffed potatoes for Sunday dinner.

That was why she knew just about what to look for upon getting to town. Quite the logical thing to do, at that.

There are 750,000 *other* farm women who "window shop" in The Farmer's Wife. Seventy-six per cent of them live in the corn belt, and the adjoining wheat region, a territory representing sixty per cent of the country's farm wealth.

Get into touch with this important market by linking up your advertising campaign with

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS

ST. PAUL, MINNESOTA

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Avenue
New York City

Members, Audit Bureau of Circulations

tion to stimulating sales greatly. Its success is attributed to the idea on the part of adults that what is good for children's hair must surely be good for their own. Since then the child element has been consistently used in the advertising. The testimonial idea has also been employed with good results in advertisements featuring small photographs of certain moving-picture stars. The name of the actress is run under each photograph with a few lines quoting her opinion of the shampoo.

It has already been stated that the company makes no suggestion about resale prices either to dealer or jobber. For this reason mention of price is omitted from all advertisements. As a matter of fact, the retail price is pretty well standardized at fifty cents for the regular four-ounce bottle, but the reader is merely told that she can secure it from any druggist. All advertisements, in addition to the other illustrations, display a cut of the bottle, and in most cases a reproduction of the carton in which the bottle is packed.

How Statler Started in Advertising

E. M. Statler, of the Hotel Statler Company, Inc., which operates the Statler Hotels in Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania in New York, related his early experiences in advertising to the Representatives' Club at its meeting at the Hotel Pennsylvania on October 19.

"Back twenty-five years ago when we had only a restaurant in Buffalo we started in advertising in a small way, using only space in the classified columns of a Buffalo newspaper," he said. "Then I began to read PRINTERS' INK, and we started out on our national advertising career. Our experience in, and reasons for entering advertising are nothing new to you. You know that the man who offers service or goods that he honestly and truthfully knows to be the best in the world, and who advertises, is the most successful man."

Mr. Statler was followed by Anderson Pace, of *The Christian Herald*, who made an address on "Research, Good, Bad and Indifferent."

Stanley B. Reed, recently with the Dan B. Miner Advertising Service, Los Angeles, has established the Stanley B. Reed Advertising Service in the same city.

Buyers Form Association at New York

The National Association of Buying Organizations has been formed in New York by a group of resident buyers and representatives of organizations, chiefly department stores, having headquarters in other cities.

The objects of the association are set down as the fostering of ethical standards and modern progressive business principles in all relations with wholesalers and retailers; promoting co-operation and friendly intercourse between its members and their constituents; establishing and maintaining uniformity and certainty in the customs and commercial usages of trading, acquiring, preserving and disseminating business information and literature, which will ten to continually raise the standard of the profession in which the members of the organization are engaged; maintaining headquarters and accommodations for members and promoting their trade and commercial interests in every possible way.

"While this movement," Alfred Fantl, president of the association, said "has been inaugurated by buying organizations supplying department stores, we plan to take in those buyers also who are purchasing agents in other lines. We shall have group meetings of different buyers for the exchange of information and general meetings for the same purpose. Although the matter is not in immediate prospect, it may be found possible to combine our purchases of certain staple commodities with great saving not only to our clients, the stores, but to the public at large. The central idea, however, is to provide and encourage higher business standards in the buying profession."

Three New Accounts for Capehart-Carey Agency

Rippon Procter Company, Paris and New York, French toilet goods, have placed their advertising with the Capehart-Carey Corporation, New York. This agency is also handling the accounts of Sauzé Frères, Paris, represented by A. Veldhuisen, and Palisades Kennels, of Rosedale, L. I. A newspaper and magazine campaign will be undertaken for the Palisades Kennels.

C. L. Reisner, De Laval Advertising Manager

C. L. Reisner, formerly with the advertising department of the Moline Plow Co., Moline, Ill., has been appointed advertising manager of The De Laval Separator Co., New York.

Lesher, Whitman & Co., New York, have placed the advertising of a new dress fabric—Crepe Mohair—in the hands of the Redfield Advertising Agency, Inc., New York.

Advertises Silverware for Use, Rather Than for Gift Purposes

By a Radical Change in Its Advertising Policy the Gorham Company Seeks to Increase Turnover of Silverware

By Albert E. Haase

SILVERWARE has never enjoyed the volume of sales to which its manufacturers believe it is rightfully entitled. For this condition the jeweler may blame the "gift idea." The Gorham Company believes that the buyer's conception of silverware's reason for existence—the gift idea—which many sellers have looked upon as a sales accelerator, has in reality checked the sales volume.

"The demand for artistic or utilitarian gratification has been rocked to sleep by the 'gift' idea," says Gorham. "When a demand is slumbering it is up to the manufacturer and merchant to awaken this demand."

The method of the company to awaken the sleeping market has long been used by it. But the method—advertising—is being used in a new way.

No classifier of advertising copy in 1917 could possibly have failed to put Gorham copy in the "institutional appeal" column of his chart. The campaign now under way, however, will readily find itself in the "human interest" column, and this is where the company wants it.

Its advertising, designed to sell silverware for everyday use in the home, is no longer a story of an institution, but of the manifold uses and beauties of silverware. In telling this new story there has been no hesitancy in the use of decorative borders, pictures and interpretative typography.

The Gorham plan calls for an atmosphere of luxury and refinement from the physical appearance of the advertisement, and for the constant telling of the utility of silverware in the text. Here is one way in which this idea was expressed: "A luxury yesterday—a necessity to-day: In your home and your friends' homes are objects of silver that fit into daily life and increase the



AN OLD ADVERTISER CHANGES THE APPEAL TO INDUCE MORE ACTIVE BUYING OF SILVERWARE

Thumb-Nail Sketches *of* Washington, D. C.



As Plain As A. B. C.

ALL four Washington newspapers are members of the A. B. C., and their circulations are measured by the same yard stick.

Local advertisers take these A. B. C. circulation statements and, with the city and suburban population of 528,199 in mind, figure the two evening newspapers as the one complete, economical circulation coverage of this territory.

And daily they place the great bulk of their advertising accordingly.

The Washington Times

The National Capital's "Only 3c Newspaper"

The preferred paper of those willing to pay a little more for something a great deal better

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

comfort and pleasure of every member of the family. Make additions to the silverware you already possess; buy more silver for utility, as well as for ornament. *Buy it to use.*"

The company, by appealing to the jeweler with the thought that this movement "designed to encourage a steady buying impulse and a buy-it-to-use attitude toward silver" will take his business out of the seasonal class, is seeking his co-operation. It furnishes the jeweler with show cards, reprints of national copy, newspaper copy, and direct-by-mail literature.

The liberal policy that this company has decided upon will, of course, work to the advantage of the entire industry. This policy the company has described as the "open road policy." It has been adopted, it is said, because: "It is recognized that the merchandising possibility of sterling silverware is several times its present proportion. The market is large; the surface has only been scratched. The turnover in silverware must and can be made greater."

Northwest Daily Press Association Meets

H. B. Craddick, president of the Craddick Financial Advertising Service, and C. G. Ferguson, president of the Minneapolis Advertising Forum, addressed the Northwest Daily Press Association, Inc., at its meeting held in Minneapolis October 11. This association, organized a little more than a year ago, has as members thirty-three daily newspapers of Minnesota, North and South Dakota, western Wisconsin and northern Iowa.

Join Capper Publications at Chicago

L. M. Carroll, formerly with the *Farm Implement News*, of Chicago, and Ralph H. Niece, formerly with *Farm and Fireside*, have joined the Chicago office of the Capper Publications as advertising solicitors.

L. I. Block Joins Amboy Products Co.

Louis I. Block, for several years a member of the advertising force of the Chicago *Evening American*, has become sales manager of the Amboy Products Company, of Chicago, dealer in grocery sundries.

Cotton Growers Advised to Hold Crops for Higher Prices

Advertising is being used in Southern States in an effort to have cotton growers take concerted action in keeping cotton at a certain selling price.

The first advertisement was signed by Theodore V. Wensel, of Natchez, Miss., who says:

"Don't sell a bale of cotton unless absolutely necessary to meet pressing obligations, and then sell only off-grades. The trouble with most cotton producers is that they bring all of their cotton in at one time and are so anxious to see ready money that they sacrifice the larger profits the future will bring them to get immediate cash. Any man selling his cotton at present prices is selling it below the cost of production. Wait! Don't sell! Get the cost of production and something over. The United States Department of Agriculture reported the cost of producing the 1918 crop was approximately 28c per pound—bulk line cost (this averaging all grades). It has estimated that the 1919 crop cost one-third more. We all know that the 1920 crop is the most expensive ever made—therefore, anyone can guess the minimum cost of the 1920 crop.

"If the law of supply and demand were permitted to function, cotton would be selling to-day at a price far above the cost of production, and the matter of a sufficient supply of cotton would be the most serious concern of the cotton consuming industry. Both the agricultural and commercial life of the South is in jeopardy as a result of existing conditions.

"This advertisement is appearing in leading Southern newspapers. Several other advertisements will appear. This advertising is being underwritten and paid for by my firm, Rumble & Wensel Company, of Natchez, Miss. I am doing this to further the work of the American Cotton Association, the only friend cotton has had in the past two months."

T. F. Blackburn, Botsford, Constantine & Tyler, Copy Head

T. F. Blackburn has been appointed head of the copy department of Botsford, Constantine & Tyler at San Francisco.

Mr. Blackburn was formerly with the Mitchell-Faust Advertising Company, of Chicago, as account executive, and was at one time in the copy department of the J. Walter Thompson Company at Chicago.

William Oseasohn Will Leave Schaffner Brothers

William Oseasohn has resigned the sales and advertising managership of Schaffner Brothers, makers of "tapeless" blouses and youths' shirts, Cleveland, Ohio, effective November 1.

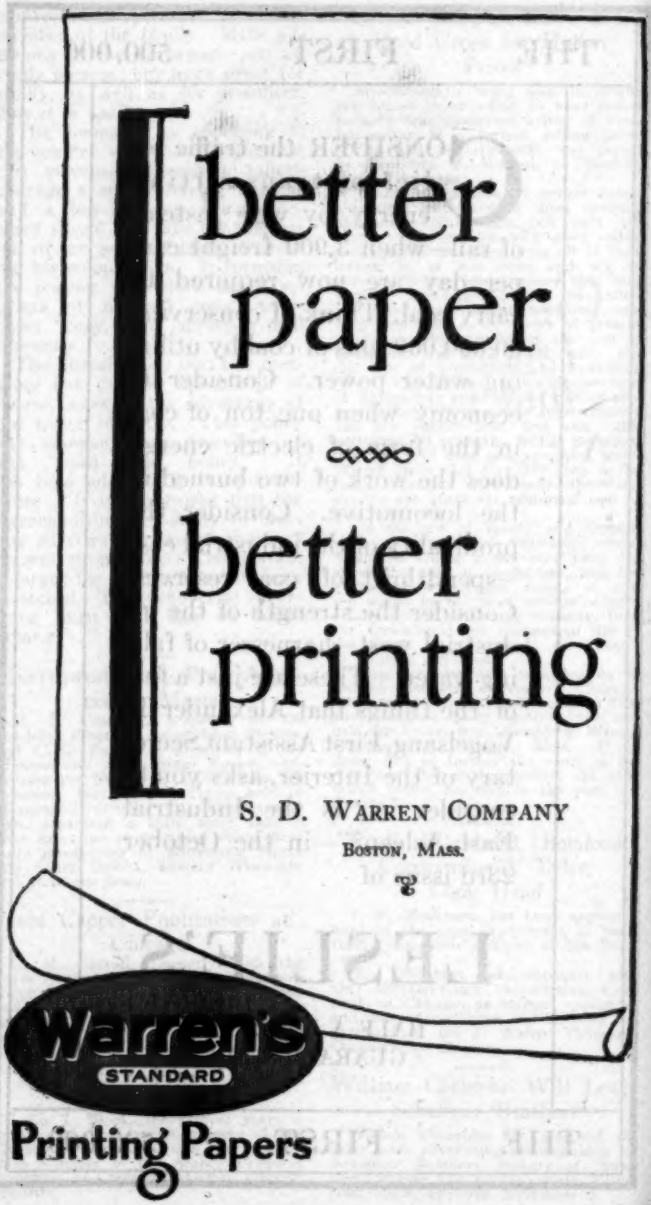
THE FIRST 500,000

CONSIDER the traffic relief of transmitting energy by wire instead of rail—when 3,900 freight cars per day are now required to carry coal. Think of conserving 30,000,000 tons of coal by utilizing water power. Consider its economy when one ton of coal in the form of electric energy does the work of two burned in the locomotive. Consider the prodigality of the industrial east—spendthrift of coal reserves. Consider the strength of the industrial west—harnesser of falling water. These are just a few of the things that Alexander T. Vogelsang, First Assistant Secretary of the Interior, asks you to consider in "Is the Industrial East Asleep?"—in the October 23rd issue of

LESLIE'S

HALF A MILLION
GUARANTEED

THE FIRST 500,000


better
paper
better
printing
S. D. WARREN COMPANY
BOSTON, MASS.
Warren's
STANDARD
Printing Papers



"Gosh! I hate to throw that fellow's booklet away"

AS THE rain falls alike on the just and the unjust, so does the beautiful booklet as well as the poor, ugly one sooner or later go to the waste-paper baler.

There is no use in perpetuating the silly myth that poorly printed catalogs are chucked into the waste basket and well printed ones cherished forever.

The distinction is much finer than that. There is the good-looking booklet that you just hate to throw away—and don't for several hours or weeks. Even before you do get rid of it, you feel in duty bound to read it.

The difference between printing done on Warren's Standard Printing Papers and other printing is not conspicuously apparent. Generally the results are:

A little time saved in the pressroom owing to the easier handling of the standard quality paper, and a little expense saved for the same reason. A better reproduction of prized drawings and photographs. A little more legibility of type. A little better folding and binding "performance."

And, as mentioned above, a little longer average life before being laid aside or thrown away.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library. These books can be seen in public libraries of our larger cities, and in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.

S. D. WARREN COMPANY
Boston, Mass.

Warren's
STANDARD
Printing Papers

THE LINDENMEYR LINES

IN addition to Warren's Standard Printing Papers and the well known cover, book and writing papers of The Lindenmeyr Lines, there are Wrapping Papers, Bristols, Paper Towels, Blottings, Card Boards and Toilet Papers.

Branch Houses

16-18 Beekman St., New York, N. Y.

54-56 Clinton St., Newark, N. J.

58-60 Allyn St., Hartford, Conn.

ESTABLISHED 1859

HENRY LINDENMEYR & SONS

32-34-36 BLEECKER STREET

NEW YORK CITY N.Y.

Has Advertising Ever Advertised Itself—Adequately?

The Impression Prevails That There Are Still Many People Who Do Not Fully Understand or Appreciate Advertising's Manifold Functions

By W. Livingston Larned

WHEN a new account was solicited some time ago—the client had suddenly made a great success of a clever automobile accessory—the solicitor was amazed to have the manufacturer say:

"But why should it cost so much? About all you have to do is draw some pictures of the article and write some reading matter. It's easy to do that. We could prepare the material right here in our own shop if we were not too busy."

This man was presumably sincere when he argued that advertising service consisted of drawing pictures and writing text. When it was explained to him that the mere physical presentation of advertising proofs was the very least of the service rendered, his eyes widened and he gave up an entire afternoon to the story of what was to be done for him, entirely apart from type and plates.

But this shoulder-shrugging idea of disparaging the duties of an advertising agency or manager or advertising department is not always confined to the new account, where a certain amount of ignorance on the subject is perhaps excusable. The older fellows, who should know better, still entertain a hazy impression of advertising and its functions. They take entirely too much for granted.

The manufacturer of a piston ring, who had dabbled in advertising to some extent and who took a genuine heartfelt interest in the advertisements as they were submitted, received a jolt when his agency came to him one day with the blunt statement that the trade-mark symbol, used for several seasons, and all of the box labels for the product, ought to be changed. Then he was told just why this revolutionary change was necessary.

The trade-mark, as used, was misleading. It was distracting to both the consumer and the dealer. The labels were wrong in color, wrong in essential text matter, wrong in design, for proper display purposes. He saw the light and readily agreed to follow all recommendations made. Afterward he said: "Somehow I didn't know, or didn't realize, you fellows looked out after such details. I thought you only bothered with actual advertisements."

These things constitute modern advertising "service." It is not a new story, to those on the inside, but the big truths of it do not seem to get around as they should. It would be considerably easier to solicit new accounts, if the coming generation of advertisers only knew the magnitude of the power they set in motion when they engage these far-seeing experts.

INCREASING ADVERTISING KNOWLEDGE

PRINTERS' INK's editorial policy has been such as to make an ever-increasing audience understand the functions of advertising. Executives in many industries read it regularly; men who direct the business destinies of great industries, men who are identified with manufacturing and merchandising in all lines. It is, in a sense, a weekly advertisement of Advertising.

Every time the name of a big manufacturer is added to the mailing list, it is certain that a man who makes things, who sells them and who advertises them, will, for fifty-two weeks, read the intimate narrative of advertising; he will grow to sympathize with its problems and marvel at its workings. For, after all, to advertise adver-

tising, it is only necessary for many people to know more about it than they see in the advertising pages of magazines and newspapers, or in windows and on posters.

Advertising clubs are assisting to no inconsiderable extent, when they invite business men to their departmentals, and encourage local boards of trade and chambers of commerce to "sit in" at meetings. That's the big idea—there has been too little intercourse between advertising men and advertisers. The latter have known little of the men who produce it and of their equipment and machinery.

Advertising must not be the shy, retiring thing it has been all along. It is assertive enough when soliciting accounts and in business conference, but it has failed to take the world into its complete confidence. Manufacturers have their clubs, where the hardware man exchanges confidences with the wholesale grocer or the steel magnate. They profit by mutual exchange of ideas. Up to a little while ago, advertising clubs seemed to be for advertising men alone, or the allied arts. Not long ago the Columbus Ad Club threw its doors wide and held a series of special sessions, to which the business men of the community were invited. The agreeable reaction is already manifest, they tell us. Advertisers who were present, city officials and conservative old merchandisers, warmed up immediately.

"There are a thousand questions about advertising I want to ask," said one of the gentlemen present at a departmental, "and here is the opportunity. Somehow, I never thought—or was invited—to ask them of the advertising men who handle my account."

Iowa City, through its advertising club, held a get-together meeting, to which every newspaper man in town was invited, along with prominent merchants—users of advertising space. The subject discussed was "Advertising." It is a well-known fact that newspapers have never been so progressive as they should be, in telling, in their own columns, the wonderful story of advertising. Many of them are not awake to its modern application, save in a purely personal and narrow way.

Just why this condition should exist is not quite clear. Newspapers owe so much to advertising that it would seem a privilege as well as a duty to scatter seeds of Fact, not intermittently, but day by day. For it is out in the little towns and villages that shopkeepers and people in general should come to know advertising intimately.

Imagine the accumulative good that might come from newspaper advertising of advertising, if conducted conscientiously over a period of five years! There have been skyrocket attempts at it here and there; and sets of two and three column advertisements of advertising have been used throughout the country. But some of them have been too technical, too inclined to pose, too mechanical. Here is an example; do you think it even approaches an ideal for the purpose?

WHY DO YOU READ NEWSPAPERS?

Right away you say, "To know what's going on everywhere—to be well-informed." You read the front page for the most important news. There's at least one more page that you turn to regularly, probably several pages. It may be the editorial page, the woman's or the sporting page. Perhaps it's the local news. At any rate, you want to have up-to-date information on whatever interests you. Do you read the advertising columns regularly? Do you know that they are one of the most important features of your newspaper? You are interested in whatever will save you money, time and labor. Read the advertisements to learn what is new—what you need—and where to find it. The newspaper advertisements will tell you how to increase your knowledge and your income. They are a liberal education in themselves. Read them carefully.

The trouble with most advertising of advertising is its selfishness—its axes that must be ground. Such campaigns will be fully efficient only when they sacrifice individual purposes to the entire cause of advertising. It must be beautifully impersonal and gloriously disinterested.

The new idea, introduced by a well-known advertising agency, of

When It Rains
Newsboy sales fall off.

When It Snows
Newsboy circulation slumps.

When There's a Holiday
Newsboys don't get to all the people.

Newsboy and news-stand circulation is as fickle as a weathervane.

The Kansas City Star has practically no newsboy or news-stand circulation. Its distribution is accomplished by an exclusive carrier service which delivers The Star twice every day to the doorstep of every family in Kansas City.

Rain, shine, sleet, snow, holiday or workday—the story is the same. Star circulation is rainproof, snowproof, holiday proof—100% thorough, 100% uniform, 365 days of the year.

THE KANSAS CITY STAR

Average Net Paid Circulation during September:

Morning	*Evening*	*Sunday*
210,019	214,111	213,748

Chicago Office
1418 Century Bldg.

New York Office
2 Rector St.

holding a fraternal meeting attended by all the clients of that organization, and giving an exhibit of the goods manufactured by them, is certainly a step in the right direction. For it means the cutting of old cords of precedent; it means that the advertiser and his agency people will meet on a more intimate and less formal ground; it means the encouraging of a desire to see behind the scenes of advertising and knowing its actors better.

The publications are striving to do their part, as evidenced by the aggressive campaign in behalf of the farm journals.

There is yet to be written the great American advertising play. So far, such attempts have tended to burlesque advertising rather than present it in a dignified manner. "It Pays to Advertise" is a characteristic example. But in this comedy, the characters identified with advertising were more or less overdrawn, exaggerated and made to appear ridiculous. It was made to appear that all advertising took itself as a joke; the methods were of the circus variety and the ethics pretty shabby. We maintain that this sort of thing does a tremendous amount of harm—unconsciously. The public is far too willing to believe that the average advertising man is a sort of loud-mouthed, red-necktied press agent, who accomplishes his little tricks by artful subterfuge. Which, of course, isn't true, and never was to any worthwhile extent.

There is rich romance in advertising. It is made up of facts that are so much more vital and thrilling than fiction. Success in business and advertising are so closely identified with one another, that the smallest factory and the plant that covers half a county, both yield untold riches of advertisable material. And these stories have not been told in a way to reach the people who should know them.

The shoemakers' children are without proper shoes and the advertising man is often at his poorest when he attempts to describe his own activities.

Somewhere there must be a man or an organization ingenious enough to crawl from under this self-consciousness, and advertise advertising to the masses and to the advertiser himself. There are text books in plenty—but only advertising men read them, and thus the magic chain is broken.

Boston "Evening Transcript" Raises Saturday Price

The Boston *Evening Transcript* on October 16 raised the price of its Saturday edition to five cents. All editions have sold for three cents for nearly forty years. The growth in the proportions of the week-end issue and the effort and expense involved were said to be the reason for altering the price at this time.

All Officers Re-elected

The Women's Advertising Club of St. Louis has re-elected officers for the coming year as follows: President, Miss Mary H. Wheat, direct-mail advertising; vice-president, Mrs. Julia Shipley Carroll, *The Drygoodsman*; secretary, Miss A. E. Reiss, DeLuxe Auto Co.; treasurer, Miss Elsa Queller, American Trust Co.

W. S. Reid Joins Redfield Agency

W. Stafford Reid, formerly with Swift & Company in Chicago and St. Paul, and later in the advertising department of the Chicago *Tribune's* New York office, is now with the Redfield Advertising Agency, Inc., New York.

New Officers of Barton, Durstine & Osborn

Paul M. Hollister, C. L. Davis and T. L. Ryan have been elected vice-presidents, and F. G. Hubbard has been elected secretary of Barton, Durstine & Osborn, Inc., New York.

S. J. Hall Will Join General Motors Export Corp.

Sidney J. Hall, assistant editor of *Electrical Export*, New York, will shortly become a member of the publicity department of General Motors Export Corporation.

Hinman in New York for Manternach

D. J. Hinman, formerly business manager of the Hartford, Conn., office of the Manternach Company, has been appointed manager of the New York division of this agency.



All thirteen major lines of Minneapolis business prefer The Journal for their advertising, simply because no other medium appeals with like directness and influence to an equal number of Minneapolis homes

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara and Ormsbee

A Reprint from

New Objection to Advertising

"Trade Paper Advertising Cheapens High-Class Article," This Man Says—But the Chances Are He is Only Teasing the Advertising Fraternity

THE IRON TRADE REVIEW
CLEVELAND, OHIO, Sept. 15, 1920.

Editor of PRINTERS' INK:

Perhaps you will be just as much interested in a new argument against advertising as we were when we read it. At least it is new to us.

The Henry Cheney Hammer Corporation, Little Falls, N. Y., recently asked us for some information which we were glad to obtain for them, and in the correspondence which ensued T. S. Hose, secretary, stated that they were the largest exclusive manufacturers of handled hammers in the world, turning out a tool which is in use in every corner of the globe. To this he added:

> "We advertise entirely ourselves, sending samples, booklets and catalogues, which are closely followed up by our salesmen. The writer is very much against advertising in trade papers, as he believes it cheapens high-class articles."

Here is certainly fertile ground for some of the publications that have a field to offer this company. Possibly many of them are already familiar with the advertising policy of this company. We ourselves have little or nothing to offer them in the way of an advertising medium, but this argument is, in our judgment, so new and ridiculous that it ought to be punctured, especially by those who are particularly interested.

We are passing this information along for what it may be worth.

L. E. IVES,
Ass't Advertising Manager.

OF course the Secretary of the Henry Cheney Hammer Corporation isn't serious when he says that "Advertising in trade papers cheapens high-class articles." He is too successful a business man to advance any such silly argument against advertising. The chances are that Mr. Hose had a busy day ahead of him. Perhaps he was up to his ears in a heavy mail, had a line of callers waiting to see him, had an appointment for lunch and a hundred and one other variety of harassments to crowd his time. He had to think quickly of some objection to business paper advertising and on the spur of the moment gave vent to the idea that it is not a becoming way for a dignified business house to disport itself. No doubt this was the first thing that came to his mind. If he had stopped to analyze what he was saying, he would have seen how absurd the argument is.

If Mr. Hose will take the trouble to line up all the successful concerns in any industry and then segregate those that use business paper advertising from those that do not, we believe he will find the first crowd just as dignified as the second. We believe that if such a line-up confronted Mr. Hose he would most gladly choose to be associated with the first aggregation than with the second. He would make this choice because we are sure that he would prefer to be associated with the more progressive group. Even if Mr. Hose went no further than his own industry it would not take him long to find the most convincing answer to his argument. Among the business paper advertisers in that field he would find such enterprising organizations as **E. C. Atkins & Company, Inc., The Stanley Works, Henry Disston & Sons, Inc., Greenfield Tap and Die Corporation, The Billings & Spencer Co., Millers Falls Co., Sargent & Company, American Screw Co., The Stanley Rule and Level Plant, Durham-Duplex Razor Co., Geneva Cutlery Corporation, The Griswold Manufacturing Company, Columbian Rope Company, E. I. du Pont de Nemours & Co., Inc., Oneida Community, Ltd., Iver Johnson Arms & Cycle Works, International Silver Co., Coes Wrench Company, Goodell-Pratt Company, etc.**

We have just mentioned a few. It would be just as easy to list dozens of others. Surely no one has ever accused these fine, successful companies of having cheapened themselves or their products because they are regular users of business paper advertising space.
—[*Ed.* PRINTERS' INK.

Frederic W. Hume has been appointed executive secretary of the National Publishers Association, Inc., New York, succeeding Theodore Waters.

Every one of these nineteen
"enterprising organizations"
and 650 others
are now advertising in
Hardware Age
239 W 39th St. New York City



SOME customer going through our plant the other day couldn't tear himself away from our shipping room. He had one of his own, and ours paralyzed him.

"Every fellow in here acts as though everything he is sending out was a Christmas present to his best girl," he said. It had never occurred to us; we had always taken that attitude towards work as a matter of course. That spirit is everywhere around here. But we were quite impressed, when we watched a little while and got to thinking it over. It's a great thing to have in an electrotyping shipping room. It cuts out no end of grief. It means good service by mail to distant clients.

Just use the mails instead of a messenger

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes

714 Federal St., Chicago

Nation-Wide Thrift Campaign Planned by Bankers

American Bankers' Association Plans Two National Advertising Campaigns—Functions of Trust Companies to Be Advertised

A NATION-WIDE campaign for public and private thrift is to be undertaken by bankers. Also a national campaign which will show the public the many functions of trust companies, is planned. Advertising, recommended by its war-time money raising career, will bear the brunt of the work.

These jobs, along with several other tasks, were allotted to advertising at the annual convention of the American Bankers' Association held last week in Washington, D. C.

The intention of the Association to undertake a thrift campaign was declared when a committee on "Public and Private Thrift" reported:

"It is now proposed to develop a bank service for the promotion of thrift and the wider distribution of property ownership through a concerted movement by all the banks of the country. The plans thus far developed are based upon the idea that the national work will be only such as is required to stimulate and co-ordinate the efforts of each bank in its effort to reach the individual citizen.

"Back of the whole effort, however, is the thought that the banks have an essential place in the economic and therefore the political structure of America. Our banks are the keynote of the American system of private property, equality of opportunity and guarantee of the rewards of toil. Against it must break all the forces for popularizing credit, for government ownership, for political control in place of private initiative, for paternalism in place of individualism.

"Your Committee on Public and Private Thrift is contemplating the development of two distinct lines of activity.

"The first may be classed as a general advertising campaign.

"The second consists of the development of means for applying thrift which shall reach every family in this country which has no bank account. In doing this we may be stimulating many bank accounts which are now dormant.

"The advertising campaign is intended both to stimulate new attention to the subject of this report and also to effect concentration of effort by all the banks in every part of the country. It will not displace any work now being done by banks and should greatly stimulate the demand for expert service from the commercial agencies.

"The campaign would co-ordinate and to some extent systematize the local publicity efforts of all our members. The ideal is to unite all banks that not only may much of the present waste be eliminated, but that the greater destruction of battery fire may be obtained as against the scattered shots of guns independently operated.

"If the plans appear to develop slowly, you will kindly realize that every effort is being made to avoid the usual flash of such campaigns.

"When the campaign starts, no banker should worry about how it will work or about its effect. It will work. The real problem is for each member to fill his own local position."

The necessity of undertaking this campaign was pointed out by Fred W. Ellsworth, vice-president of the Hibernia Bank and Trust Company of New Orleans, when in the course of an address before the Association on "The Banker's Relations to the Public," he said:

"According to a recent statement by a Federal Reserve Bank official, the people of the United States are carrying around in their pockets, or hiding at home $3,000,000,000 of American currency,

or nearly one-half of the total supply. This means that for every family in the country, there is an average of $100, a large proportion of which should be in the banks, where it could accomplish for the business community infinitely more than it can resting in a dismantled sugar bowl, or in the trousers pocket. As a matter of fact, right now $3,000,000,000 of American currency, as a basis for credit, would enable the banks to take care of a very large proportion of necessary business which is suffering for the lack of adequate financing.

"There perhaps is no class of business men so familiar with the economic necessity of keeping money at work as are the bankers, and therefore, it is upon their shoulders that there rests the responsibility of diverting this vast volume of money into the proper channels of trade.

"If it is logical and sensible to advertise in order to persuade folks to *spend*, is it not just as logical and just as sensible to advertise for the purpose of persuading people to *save*, or *invest*, or otherwise conserve their means? If such a plan is logical, how shall it be undertaken and by whom? The best answer to this question rests in certain collective and co-operative movements already planned."

THE TRUST COMPANY CAMPAIGN

Mr. Ellsworth then gave news of the proposed advertising campaign for trust companies and dwelt upon the other tasks that needed the help of advertising, saying:

"The Trust Company Section, through its publicity committee, has arranged a nation-wide advertising campaign designed to acquaint the general public with the various forms of service which trust companies are equipped to render. Several hundred of the trust companies of the country have subscribed to this advertising campaign, and it is expected that this campaign will prove so genuinely worth while, that the second and succeeding years will witness a permanent and ever-increasing campaign participated in almost unanimously by the progressive trust companies of America.

"In various cities throughout the length and breadth of the land, the banks are getting together and are advertising collectively, thus strengthening the appeal, co-ordinating the message, increasing the amount of advertising, and actually decreasing the cost.

"That the banks of the country are awakening to the importance of keeping in touch with the public is well evidenced by the remarkable growth in recent years of the Financial Advertisers' Association. This association started only four years ago, and now has a membership in excess of 500, and every member is intimately in touch with the publicity or public relations of his institution. The work that this association is doing, both by individual effort, and as an association, in practically every important community in this country, is producing definite results in acquainting Mr. Average Man with the essential part that the banker plays in the commercial and industrial and agricultural programme of the community.

"One of the several activities of the Financial Advertisers' Association consists of a portfolio of selected advertisements of various kinds, gathered from among the members of the association, and distributed in turn to the members for the purpose of informing them as to just what the live, progressive banks of the country are actually accomplishing by way of intelligent, consistent, continuous advertising. The members are invited to make use of the ideas contained in this portfolio, and naturally this practice is raising the standard of bank advertising, and will increase the results that can be obtained from intelligent bank publicity.

WHAT COMMITTEE ON PUBLIC RELATIONS CAN DO

"Probably the most significant concrete action of the American Bankers' Association in recent

THE advertising value of a newspaper is measured largely by the degree of confidence which readers place in its statements. During more than half a century

THE PHILADELPHIA RECORD

Has Justly Earned and Jealously Guarded the Reputation of Being

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

years along the lines of intelligent, continuous educational publicity, was the authorization of a committee on public relations. This committee has a big purpose and with proper support and the undivided co-operation of the members of the American Bankers' Association, it can produce tremendous results by way of popularizing the profession of banking, making known to the average man just how necessary are the banker and his activities to the business world, and how genuinely helpful and advantageous are the functions of a bank to the individual, the firm, the corporation, the community and the nation.

AIMS AT AN APPROPRIATION OF A QUARTER OF A MILLION

"The value which the Public Relations Committee—or as is provided in the proposed new constitution of the association—'The Public Relations Commission'—can be to the association, to the banking profession, and to the general public, naturally depends on the amount of financial and moral support that it receives from the association. As one of the members of this committee, I have been in more or less intimate touch with its operations during the past year, and therefore feel competent to express an opinion as to its possibilities. In my judgment, the association can well afford to make this committee one of the most important committees in our organization. An appropriation of $25,000 would be little enough as a starter, and I am here to say that in two or three years from now, if not sooner, the committee with a minimum appropriation of $250,000 could give a better account of itself on a bigger, broader and more constructive basis than most of the committees that have functioned during the life of the association.

"'Too much money,' you say? It was only a few days ago that I read that one of the big gum manufacturers who spends annually several million dollars of advertising money announces a half-million dollar increase in his advertising appropriation for 1921. If one man can spend several million dollars a years advertising gum, it seems to me entirely feasible that 20,000 banks working collectively, and each contributing an average of only $12.50 annually, can afford to spend $250,000 advertising their banks.

"In the banking field, we have had the age of Conservative Conservatism, when the banker shut himself in his vault-like office, and *condescended* to do business with relatively few people. This age was succeeded by what can be called the 'Plain Conservative Age,' when the banker occasionally emerged from his mausoleum and actually *associated* with his exclusive customers.

"The third age was the 'Progressively Conservative.' This marked the beginning of the modern bank building and the first appearance of the flat top desk, the removal of the little gate with the secret lock, and the inauguration of the printed invitation to 'come in and open an account.'

"I think to-day can well be called the 'Age of Constructive Publicity,' of which all the various forward looking movements, to which I have referred, are specific and significant evidence. This also is an age of collective endeavor.

"Our Trust Company Section had little difficulty in securing the co-operation of several hundred banks when their plan for collective advertising was proposed. Banks in various communities who formerly fought each other, are now working together for a common end.

"It seems to me that the American Bankers' Association, big and powerful as it is, with its interesting history and its wonderful nation-wide organization covering every city and hamlet in our broad country, can well afford to put its strength, and its virility, and its intelligence, and its money, and its moral power behind this Committee on Public Relations and kindred organizations, and thus begin on a comprehensive scale a grand new era in American banking."

Unlike Any Other Community

Joplin, Missouri

The Market 240,000

Since 1910 the population increase in the Joplin market was 75,000. The suburban average radius increased from 25 to 39½ miles.

Much of the territory, but prairie in 1910, is now the site of many good sized towns.

Joplin, the commercial pivot, holds the territory through very fine transportation facilities, excellent service from Joplin commercial firms and through the Joplin Globe.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - 24,896

Average for 6 months ending September 30, 1920

Line Rate 8c Flat — Mornings Except Monday

The Globe's city circulation frequently exceeds the number of families.

Most of the out-of-town circulation, reaching about every second family, is delivered before early breakfast.

Much of the territorial expansion can be traced to the Globe's aggressive influence.

Selecting dominating newspapers of the Joplin Globe's type will help to make your advertising dollar do the work of two.

May we serve you?

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago — New York — Atlanta

Kansas City — San Francisco



This full-page announcement appeared recently in newspapers throughout the country.

The Eagle-A Price List is issued monthly.

The Watermark of Excellence

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

President Galliver of American Writing Paper Company puts Printers on service basis

AT a recent meeting of New York Master Printers, President Galliver of the American Writing Paper Company outlined fully the purposes and policy behind the full-page newspaper campaign now running. Following are a few of the points Mr. Galliver brought out in his talk:

"For more than a year we have studied every phase of paper merchandising. We have found that the buyers of printing and paper have not had the correct understanding of the modern Printer or derived a knowledge of the value of a correct attitude toward the Printer and the Printer's salesmen.

"It is consequently our purpose to present so dramatically and in such sharp contrast the old conditions compared with the new, that a more cordial relationship and a thorough understanding will be built up between the buyers of printing and the Printers.

"We reason that, by breaking down the barriers which many customers have unconsciously set up between themselves and their Printers, we will automatically make it possible for thousands of Printers to sell more printing and more paper at right prices and with greater satisfaction to all concerned than ever before, and thus build up and stabilize the whole industry.

"Paper is a raw material. Therefore, since the Printer is a manufacturer and is responsible for his finished product, he should demand the right of specifying his materials.

"We have announced publicly our belief that the Printer should control the specification of the paper. We are quite willing to rely on our ability to make papers of right values, and base the growth of our business on definite facts about our equipment and our methods, our uniform and standardized products, and let the Merchant and Printer do the rest."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Circulation and Rates

Rates for advertising in the Woman's Home Companion, The American Magazine and Farm & Fireside, in effect in 1921, work out as follows:

WOMAN'S HOME COMPANION

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate Per 1000 Black and White	Page Rate Per 1000 Black and White	Four-Color Page Rate Per 1000
1,600,000	$10	$6,800	$10,000	.00625	$4.25	$6.25

THE AMERICAN MAGAZINE

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate Per 1000 Black and White	Page Rate Per 1000 Black and White	Tint Page Rate Per 1000
1,650,000	$10	$4,200	$5,000	.00606	$2.54	$3.03

FARM & FIRESIDE

Circulation	Line Rate	Page Rate	Color Page Rate	Line Rate Per 1000 Black and White	Page Rate Per 1000 Black and White	Tint Page Rate Per 1000
800,000	$5	$3,500	$3,900	.00625	$4.37	$4.87

We feel that you will want this information at this time.

THE CROWELL PUBLISHING COMPANY

Frank Braucher, Manager of Advertising

381 Fourth Avenue, New York

Fatty Degeneration of the Sales Talk

Some Current Remedies for This Modern Mercantile Disease

By Junior Jordan

IN the late spring a phonograph salesman returned to New York from the south. It was getting warm below the Mason and Dixon line. Besides, had he not long since sold his allotment? Why, man alive, he could have taken orders for five times the number of machines the home office had doled out for his territory!

New York proved to be an attractive summer resort. It was not until late August that our star seller of phonographs once again bought a mileage book and started out to crowd to the limit productive facilities of the factory.

This time he had new states to conquer. He had been given a new northern territory. But what mattered that to *him?* Had he not already *proved* that for him, at least, the selling of phonographs was but the simplest of tasks? All one had to do was to call on his man, have a pleasant chat—and graciously permit him to place an order for not more than half his current requirements.

Napoleon embarking on his Russian campaign was no more sanguine of success. The retreat from Moscow was no more disastrous than this trip of this one-time star representative.

Failure was flat and final. Why?

This salesman was suffering from what a certain sales manager rather aptly terms, "Fatty Degeneration of the Sales Talk." Thousands of other men have this modern mercantile disease. Fortunately, many are already on the road to recovery. A few have even completely convalesced.

One salesman fortunate enough to have plenty of India rubber in his mental make-up quickly diagnosed his own case, speedily applied the remedy and is willing that his brothers should have the benefit of his experience.

In effect he says:

"For two years I covered my territory and myself with glory, so I came to believe. In reality my customers *took* my goods away from me. But I *thought* that I had sold them. My sales ego grew and grew and grew. As a salesman I was a pouter pigeon puffed with conceit.

Then almost overnight the market in my line changed. A quick shift in public buying attitude pricked the balloon of inflated orders. I came to earth with a very dull thud.

It took me two months to whisk out a two years' growth of mental cobwebs—to frame up a new sales talk to fit new conditions—and to cultivate again some red selling corpuscles.

Sales managers and salesmen everywhere are being jolted—not jogged—into this realization.

Most of those who have successfully adapted themselves—or their organizations—to new conditions are glad in the interest of the general good to tell how they have done it.

The sales manager of a certain company frankly admits he rode the crest of a wave of prosperity on a contract which doubled his usual earnings. Now he is digging his toes in to maintain his record of the last two years.

Most of his dealers find themselves between the two horns of a dilemma. Tight money says, "Cut your stock to the bone." Customers say, "Give us a good selection."

An investigation showed this:

Through random war time buying dealers had come to carry from three to six lines in assortments which were only more or

less complete as to any one line. But it was found that a really complete assortment of two well-known lines would satisfy every reasonable consumer demand.

As a result of these discoveries the salesmen of the company now approach their trade from an entirely new angle. They talk to their dealer on a subject on which he is hungry for helpful information. "How can I cut my capital investment and yet supply my customers' needs?"

In a profitable percentage of cases the dealer sees the light. The salesman has done the merchant a real service. Such advisory salesmanship generally results in the salesman's line being one of those retained in stock. The order to fill up sizes and styles comes naturally and without strain, once the dealer is convinced of the fundamental wisdom of a policy of a restricted number of lines but a complete list of sizes and styles in the lines which are carried.

Another case. A manufacturer of a small staple item sold over the notion counter had come to be the acknowledged leader in his field. His goods were standard.

Then business conditions made a sudden *"reversement."* Merchandise managers everywhere sent out this order: "Stocks must be reduced."

They were. The effect was to set up much substitution in the field of this particular notion item. Department heads thought: "Why order 'A' brand, even if it is the best known when I still have odd lots of the 'B' and 'C' brands. The heads of the house say stocks *must* be reduced."

So, in a season when sales usually climbed to their peak, they dropped to a deep dull valley.

But this notion manufacturer lost no time bewailing a condition thrust upon him by forces beyond his control. Rather he found a way to make adverse conditions lift him by their own boot straps to a more advantageous place than he had ever before held.

He now talks in some such language as this:

"In your eagerness to reduce stocks you have nearly wiped your shelves clean of my class of merchandise. Now let us admit this. My specialty is a tiny one, unimportant as far as mere sales volume goes. But you simply must carry some brand or other. As a matter of fact, as far as this particular item goes, couldn't you satisfactorily do business by carrying only one leading brand and cutting your stock investment approximately in half?"

Often enough to show a healthy upward sales curve the buyer says "Yes." Such a "yes" carries with it no question as to whose brand is to be the one brand carried.

A maker of medium-priced winter underwear finds a tendency among jobbers to reduce underwear stocks indiscriminately. He felt that his goods were suffering unfairly.

His salesmen now discuss with the trade two general classes of merchandise:

"(a) High priced merchandise with only a few retail distributive outlets. This is termed high risk merchandise. Dealers generally admit that such merchandise may well be now held in minimum quantities.

"(b) Low priced merchandise of almost universal distribution. This is termed low-risk merchandise. Almost any reasonable minded buyer in discussion will admit that the pruning shears need not be so sharp when it comes to cutting such stocks."

This simple, yet sound presentation, is helping to hold in full many orders on which heavy cancellations have been requested.

A Minneapolis grocery jobbing salesman holds old business and gets new accounts by emphasizing his deliveries as the fastest in the city. His talk is, "Buy only a little at a time. Prices will probably go down. Don't get caught. Buy less but more often. Buy from my house because we deliver faster than anybody in the city, thus keeping your stocks up on a minimum investment."

How about retail establish-

*Items for the Socratic space-buyer's notebook**



Speaking of goldfish-

Milne starts an essay thus: "Let us talk about, well, anything you will. Goldfish, for instance."

In short, he is indulging a whimsy. He is concerning himself irresponsibly with the first thing that comes into his head.

Which precisely is just the opposite of the state of mind of the man or woman who buys Munsey's. There is nothing whimsical or capricious in the act. It is perfectly definite, actually calculated.

The Munsey reader is not tempted with subscription bargains, or clubbing offers, or premiums, or cut-rates. There are no inducements—except the magazine itself. Not a single copy is *sold*. But every copy is bought. And bought at full price.

All of which helps make Munsey's circulation the nucleus of national demand.

MUNSEY'S

* *It is said of Socrates that his reason was stronger than his instinct*

ments? How are they trimming their sales to catch every bit of much needed selling breezes?

One class of stores in particular is changing the tone of its talk. In every metropolitan center we find the shops whose attitude used to be epitomized by the Fifth avenue haberdasher's clerk who remarked to the man who wanted a well-known brand of collar: "Sorry, old chap, we only make them to order at $7 per dozen. But perhaps you will find what you want at Smith's, around the corner."

Now we find this type of store coming out with dignified announcements stating that "unfortunately the impression has somehow got about that *everybody* would not find a hearty welcome in this store. What could be farther from the truth? Rather all are welcomed here. Do not let a reputation for exclusiveness deter you."

The present writer recently had occasion to discuss sales conditions with a man whose business brings him in intimate contact with sales organizations in widely different fields.

His net of the whole situation is: Practically every sales organization in the country has been violating training rules for a period of two to four years. Retail sales courtesy must be taken down from the attic—brightened up and kept right out in front where everybody can see it.

New wholesale selling ideas must break out of their prison of self-satisfaction and work for a living. Leg muscles grown flabby must be redeveloped.

We are in for a shake-down. The sales organization which shuts off the Big Ben of changed conditions and rolls over for another snooze may perhaps not wake up for breakfast—and have to go hungry until noon!

Once again selling promises some real sport.

Advertising Waste in China

"In spite of all the agitation and discussion of the last few years, there is still very little genuine American advertising in China," J. B. Powell, writing from Shanghai, tells PRINTERS' INK. "That is, advertising placed by the manufacturer direct. Most American manufacturers who sell in China think they are advertising when they give their export agent an appropriation. If the agent is a Britisher he places the advertising in his own British papers in China; if French, in the French propaganda organs; if Japanese, in Japanese propaganda organs, and so on. A very small proportion of the Chinese are able to read these foreign papers, the great mass of the Chinese reading newspapers in their own language, naturally.

"The only foreign language papers that are read by the educated classes of the Chinese to any great extent are the American papers, and this is due to the very close friendship of the intelligent classes of the Chinese for America, as a result of American education of Chinese young men and women, and of America's championing of China's side on the Shantung question, and still further of America's traditional altruistic policy of diplomacy in this part of the world. Still another element that governs the placing of advertising by many agents of American manufacturers is the liberal commissions which many of the propaganda sheets in this part of the world are willing to give anybody who 'gives them an ad.'"

"Better Times" Broadened in Scope

Better Times, which has been the organ of the United Neighborhood Houses of New York, has been enlarged in scope to cover all private organizations and public departments working for the improvement of social conditions in the city. It will be published monthly, except July and August. The paper, which has thirty-two pages, five by seven and a half inches, has for its slogan, "A Little Paper with a Big Purpose."

D. J. Watts with Orlando, Fla., "Reporter Star"

D. J. Watts, Jr., recently a member of the advertising staff of the Philadelphia *Press*, and formerly in the trade investigation department of the Philadelphia *Public Ledger* and *Evening Ledger*, has been made advertising manager of the Orlando, Fla., *Reporter Star*.

Hamilton, Ontario, to Have Morning Newspaper

John M. Imrie and associates, who recently took over the Hamilton *Times* and its subsidiaries, have applied for a morning paper franchise for Hamilton, Ontario.

Second Largest Daily Morning Circulation in Ohio

55,260

Average Daily Circulation For Last Six Months

THE sworn government statement for the six months ending September 30 showed the net paid average daily circulation of the Ohio State Journal was 55,260, an average daily gain of 4,124 over the sworn statement for the six months ending March 31, 1920.

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

7½



The Lowry Coffee Company, producers of "TARTAN" Coffee and Teas, has been associated with Donovan-Armstrong and individual members of this firm for twelve years. It is one of our clients who has enabled the unusual average record of

Seven and one half years

association with each of our present accounts.



An exemplar of Philadelphia stability, aggressiveness and business uprightness is the good old house of the Lowry Coffee Company.



From far overseas, they obtain the fragrant berries and leaves that go into the TARTAN Coffee and Teas. . . .



In newspapers throughout a large section of this country, they are telling this

Donovan A

1211 Chestnut St

story of a superior product. We are assisting them with their advertising and merchandising.

That our policy of close co-operation with each of our clients results in success is evidenced by the growth of our business.

In 1919 our business increased 150 per cent. over the year previous. Ninety-six per cent. of the total volume of business placed in 1919 was from accounts that we, as a firm or as individual members of this firm, had been serving from one year up to twenty-five years.

Campaigns that predominate tell our story more effectively than anything we can say.



Armstrong

Philadelphia

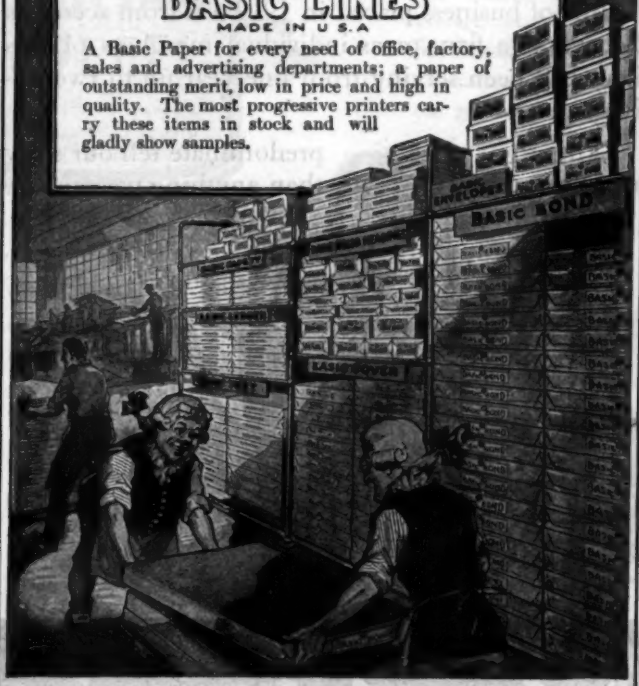
Basic Materials for Essential Industries

COAL, steel, cotton, wool, wheat,—all are essential industries,—and paper is essential to all of them. It is significant that leading concerns in all these lines are standardizing their paper specifications on the

BASIC LINES

MADE IN U.S.A.

A Basic Paper for every need of office, factory, sales and advertising departments; a paper of outstanding merit, low in price and high in quality. The most progressive printers carry these items in stock and will gladly show samples.



THE WHITAKER PAPER CO.

Home Office—CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis, Minn.

Traveling Stores Exhibit Speed in Getting Turnover

Handle Advertised Brands; Show Low Selling Costs

BABSON'S STATISTICAL ORGANIZATION,
WELLESLEY HILLS, MASS.,
September 28, 1920.

Editor of PRINTERS' INK:

We were very much interested in an article entitled, "Should Manufacturers Recognize the Store on Wheels?" published in the August 12th issue of PRINTERS' INK.

We believe, as you suggest, that the possibilities in the development of traveling stores are immense and wonder if you have any additional information on them. Any data, such as costs, turnover, sales per day, mileage covered, truck size and facilities, stock carried, etc., would be of interest. In fact, any data relating to the store on wheels would help. References to other possible sources of information would also be of value.

P. V. BURT,
Sales Territory Department.

THERE are gradations in the traveling store business the the same as in the standard stores. PRINTERS' INK knows of one small-town retailer who runs a truck three times a week over certain rural routes gathering farm produce and selling a reasonably complete line of package groceries. This man runs his traveling store pretty much as a side issue, but it has brought him such good results that he contemplates putting on at least one more truck.

Then there is a concern in an Illinois town of 20,000 that operates four mammoth trucks out of a central warehouse. This concern bears much the same relation to the first mentioned traveling store as does the chain store to the independent.

The plan has been in force for so comparatively short a time that no absolutely definite figures as to operating cost have been worked out. PRINTERS' INK has inquired of three grocers operating trucks out of regular retail stores and finds that it costs them between four and five cents a mile for gasolene, tires and up-keep. This does not include the initial cost of the truck. The expense of course would vary with different districts.

The driver of the truck running out of the retail store is at work in the store when he is not on the road. The owners of the stores usually try to arrange things so that the routes can be covered on days when there is the least business in the store. One man says that he thus considers it costs him really nothing to supply a man to run his truck inasmuch as he would have to pay him anyway.

The most complete traveling retail store that PRINTERS' INK knows about is the type used in the Illinois town mentioned. These measure sixteen and one-half feet long by eight feet wide and are built upon three and one-half ton trucks. When loaded each of the stores will weigh about five tons.

They are equipped with wire basket shelving, refrigerator, bread cases, scales, cash register and window counter. They carry small quantities of almost everything the average first-class grocer has in stock including nationally advertised brands of food, fresh vegetables, fruits, butter, eggs and bakery goods.

Each day's equipment of merchandise for one of these trucks will invoice at about $650. So rapid is the turnover that the stock is equivalent to about a $10,000 investment. The stores are restocked each night in the commissary with such articles as may be needed to take the place of those sold during the day.

The stores operate over certain laid out territories in the town making each locality at the same time every day.

The owners of the traveling store system just described naturally do not give out detailed figures as to their operating cost. They say, however, that they can sell at considerably less expense than can the stationary grocery. PRINTERS' INK is told that the operating cost of such stores in

towns where business is plentiful does not exceed ten per cent on sales. This includes all up-keep of the truck, gasolene and so on. The driver is paid on the commission basis, the size of his returns being determined altogether by the volume of his sales. He really is manager of the "store." The operating cost must be considerably less because the stores make good on their claim that they undersell the stationary grocer.

In the farm districts where necessarily the turnover is not so great the operating cost increases. But this is lessened because of the fact that the truck is operated in connection with the store and therefore is able to divide its expense with the store.

The possibilities of the development of the traveling store along the chain store idea are very interesting. A certain company announces that it is ready to sell or lease fully equipped traveling stores to grocers in towns of 10,000 or more. If this plan is worked out to any considerable extent co-operative and centralized buying will become a factor. With this the promoters declare they can take groceries right to a woman's door and sell them to her cheaper than she can get them by walking several blocks and carrying her purchases home.—[*Ed.* PRINTERS' INK.

Robert O'Hara with "The Indiana Daily Times"

Robert O'Hara, until recently with the sales extension department of the Nordyke & Marmon Company, Indianapolis, is now in charge of automobile advertising for *The Indiana Daily Times*, Indianapolis.

Albert O. Evans has succeeded Edward W. Hunter, now business manager of the Indianapolis Advertising Club in the advertising department of this newspaper.

New York Central Will Advertise to Farmers

The New York Central Railroad plans to undertake a campaign that will be addressed to farmers in the territory served by it. Copy has been prepared and a schedule of publications to be used is now being made by Thomas F. Logan, Inc.

The Foreign Trade of South Africa

Cecil J. Sibbett, managing director of The South African Advertising Contractors, Ltd., of Cape Town, gives PRINTERS' INK interesting figures relating to the foreign trade of South Africa. For the five months ending May 31 imports amounted to £40,378,704 as against £25,853,538 for the same period in 1919. Exports during the same periods were £51,109,245 and £25,539,247 respectively.

C. C. Rosewater, President, Kansas City "Journal"

C. C. Rosewater, formerly one of the owners of the Omaha *Bee*, and for the last two years business manager of the Kansas City *Journal*, has been elected president and general manager of The Journal Company, owning half the stock. Mr. Rosewater succeeds the late C. S. Gleed.

Hal Gaylord, owner of the other half of the stock, continues as vice-president and treasurer.

Rose Shorthand School Appoints Green-Lucas

The Green-Lucas Company, Inc., Baltimore, has secured the account of the Robert F. Rose Expert Shorthand Correspondence School. The course has been published and sold for a number of years through Funk & Wagnalls Co., but was recently bought back and will now be advertised in general periodicals.

D. A. Ruebel Heads St. Louis Ad Club

Daniel A. Ruebel was elected president of the St. Louis Advertising Club at the annual meeting held last week. Other officers of the club elected were: Charles E. Storer, first vice-president; Bert Barnett, second vice-president; W. J. Hencke, third vice-president; A. J. Gaines, treasurer and A. E. Schanuel, secretary.

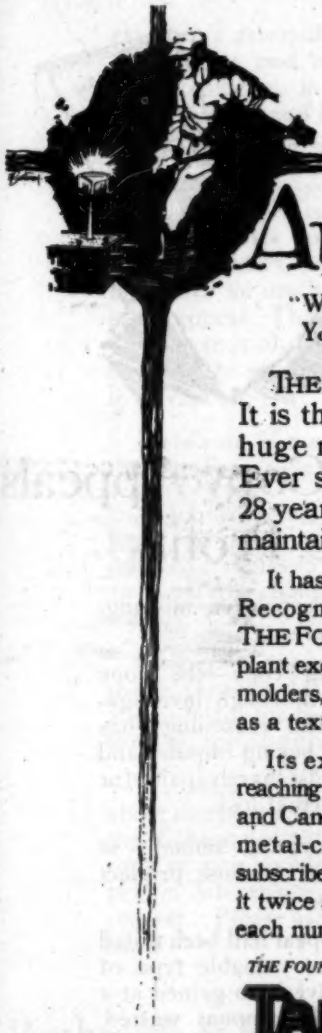
St. Louis Has World Trade Club

The formation of a World Trade Club at St. Louis is taken as an indication of a growing American interest in foreign trade.

This club was formed last week under the auspices of the Foreign Trade Bureau of the Chamber of Commerce, and the Bureau of Foreign and Domestic Commerce.

Miss M. L. Beers Leaves Tracy-Parry Agency

Miss M. L. Beers has severed her connections with The Tracy-Parry Co., Inc., New York.



Authority

"Wherever Metals Are Cast
You'll Find THE FOUNDRY"

THE FOUNDRY is pre-eminent. It is the only publication in the huge metal-casting industry. Ever since its first appearance 28 years ago, THE FOUNDRY has maintained this dominant position.

It has progressed with the industry. Recognized editorial merit makes THE FOUNDRY the one authority among plant executives, metallurgists, melters, molders, and patternmakers. It is used as a text book in technical schools.

Its excellence is proved by its far-reaching circulation. In the United States and Canada are 6637 foundries; in these metal-casting plants are 9285 regular subscribers to THE FOUNDRY who read it twice a month. Over 1800 copies of each number go to foreign subscribers.

THE FOUNDRY is the AUTHORITY of the INDUSTRY

THE FOUNDRY

AUDIT BUREAU OF CIRCULATIONS—ASSOCIATED BUSINESS PAPERS, INC.

Penton Building Cleveland, U. S. A.



How Tested Copy Appeals Increase Profits

We've all seen expensive misjudgments in advertising.

The good-looking copy—the copy based on the most thorough investigation and most logical reasoning—has failed to arouse the buying impulse and the campaign has just barely paid for itself or shown an actual loss.

Huge sums are wasted annually in this way by advertisers whose product sells through dealers.

Yet if the copy appeal had been tested in advance the most valuable type of experience would have been gained at a small fraction of the amount wasted. And the main expenditure would have become highly profitable.

This plan of testing copy appeals for publicity advertising is built upon our

experience accumulated in the service of the largest and most successful mail order concerns in the country. Such firms never spend large amounts on untried copy. Their advertising investment is based on definite knowledge.

In applying this knowledge we have found that one appeal sometimes sells, through dealers, from two to as high as ten times as much merchandise as another appeal. Thus it is worth hundreds of thousands of dollars to the advertiser to know the most profitable copy appeal in advance.

Here's an instance of how important these tests may be:

A staple selling through the grocery trade in a keenly competitive market doubled its sales in a few months during 1920 after a change to tested copy was made.

And again, one of our clients is selling today, through dealers, twice the goods at two-thirds his former advertising cost through tested appeal copy.

We shall be glad to tell you more about this plan and how it works without the slightest obligation on your part. A copy of our booklet, "The Tested Appeal in Advertising," will be sent you on request. Please use your business letterhead.

Ruthrauff & Ryan, *inc.*, Advertising
404 Fourth Ave. *at 28th St.* New York
Chicago Baltimore

PAUL L. CORNELL

Formerly of the
B. F. Goodrich Rubber Company

has joined this organization
as head of the

MERCHANDISING DEPARTMENT

HARRY C. MICHAELS COMPANY

Advertising

Underwear—the Difficult to Advertise

The Past Year Has Seen Unusual Cleverness and Resourcefulness Exerted in Behalf of Merchandise That Baffles Even the Experts

By A. L. Townsend

THE story is told of an advertising agency man who deliberately discouraged the acceptance of a good account because it was underwear.

"If we received double the commission and were handed the appropriation on a silver platter, I really believe we would have shied away from it," said he. "The reason is academic—a matter of the physical trappings of the account. Building an underwear advertisement is the most difficult job on earth. I know; I have fussed with them."

Yet this advertising man was a genius in his way, accustomed to solving problems. Imagination was his middle name. This happened to be his pet cowardice. He was actually afraid of such campaigns.

"Every underwear manufacturer," he said, "has his special talking points. The garment is reinforced here, or has a patent improvement there. He insists upon bringing these points out clearly. This means showing figures in underwear and there is nothing more delicate to handle. Even in this advanced day there exists a prejudice against exploiting undraped figures. To be perfectly candid, a man in his underwear is not the most beautiful sight imaginable.

"There are mediums that draw a rather strict line in this regard and a censor is appointed to pass upon underwear pictures. Occasionally a photographer produces a camouflage effect, with lights and shadows, that removes the curse of showing men and women posed in undergarments. The subject is handled by the camera with artistic tact. Nevertheless, it's an intimate glimpse of people in a state of undress and the prejudice still obtains.

"But what can you do? If you are advertising underwear you must show the article. A garment, like a stove or a kitchen cabinet or an automobile, has its mechanical points and its technical structural arguments. You can't elaborate upon them if you cover them up. I will never forget a full-page design I put out once; I knew the pitfalls and I was very careful. We pictured the entire family, mother, father and children, in a bedroom. The action was natural. It was absolutely harmless but the publishers received a thousand letters of protest, I guess. Subscription would be cancelled if there was a repetition of this 'half nakedness,' as the readers termed it.

"Now you can call such people prudes and discuss the ethics of the case, pro and con, until you are weary, but that inevitable picture problem still holds good."

The current advertising season has witnessed some exceedingly resourceful expedients in underwear display. It shows it can be done, if enough thought is put on the matter, but my sympathy goes out to the men who have been asked to do it. There is grave danger of having your pictures resemble others, for underwear, like automobile tires, bears a strong family resemblance.

The constant effort to spruce up the appearance of such advertising is one of the most interesting phases of modern advertising. I think any man handling one of these accounts will grant as much.

CRITICISM DISARMED

A unique campaign now running is the series for Haynes Elastic Knit underwear. The one important argument is that of elasticity, a garment that gives and takes and that adapts itself

to the body, without the wearer being really conscious of the fact. There are six paramount features of construction. To call attention to them has been a problem ever since designers perfected the garment. As these features are scattered, like bird shot, from head to foot, the artist's worry is genuine.

After repeated conferences, a working plan was devised that has made Haynes advertising most distinctive. Boldly, and without fear of criticism, a series of pictures have been drawn that presents every salient garment feature, plus human interest.

The latter is more important than it might seem. Merely to incorporate a well-drawn figure of a man or woman in underwear, without background accessories or popular activities, would be to encourage sameness. One advertisement would too closely resemble the one that had gone before. And the advertising artist has always torn his hair in an effort to devise new compositions. Underwear scenes must be restricted to bedrooms, as a rule, for, as Bill Nye used to say, "It's all very well to dream that you attend a fancy dress ball in your underwear but it doesn't work out so satisfactorily in actual practice."

In the case of the Haynes illustrations a most resourceful expedient has been invented. Men are shown in action—riding horseback, walking along a business street, chopping trees, climbing telegraph poles, engaged in structural iron work, etc. This part of the design is in full strength, wash, and by well-known illustrators who have given the subjects all necessary spirit and dash and realism. But now comes the real novelty of the series: enlarged pen and ink outlines of each dominant male figure are superimposed over the darker illustration, and in exactly the same poses and with exactly the same action, as held by the clothed figures.

These figures are facsimiles of the others, save that they are white silhouettes. The texture of the garment shows only in a set of circles placed at the talking points of construction. These little circular inserts have been executed in careful, mechanical detail, clearly to bring out those patent features which are distinctive and exclusive with the Haynes product.

To show a sturdy mountaineer out in the Maine woods in his underwear, cutting down a tree, would cause laughter on the public's part. The Haynes way is to suggest precisely such subjects without the faults that would certainly be criticised. And as these silhouettes are placed against a dark ground, they are unusually conspicuous.

Superior underwear is buzzing around a similar idea in its illustrations. It is the expedient of two figures, identical in action, one supposed to be an enlargement of the other. The larger figures are shown in the underwear, but modelled and made absolutely lifelike. Despite every effort to convey a different impression, the average person sees only a man in underwear climbing a hill or getting into an automobile.

ANOTHER WAY OF HANDLING THE ILLUSTRATIONS

Vellastic, in its last campaign, rather courageously eliminates all detail of underwear and cuts out this part of all figures sparkling white, on the plate. There is not so much as a seam or a button. The characters in the advertisements, generally father and son, are drawn against a solid black background, poster style. The underwear is suggested, and the elimination of detail seems to remove much that is generally displeasing. Duofold, an old-timer and always a believer in illustrations, has, for about a year, experimented with "human interest" scenes, where the showing of full figures of people in underwear is unnecessary. The advertiser has an easier story to tell, however. Duofold's argument is: A thin layer of fine wool outside; a thin layer of soft cotton inside, with an air-space between. This combination does away with skin irritation, and the stand is taken

Furniture Merchants Sell Many Things

BESIDES FURNITURE

In fact the furniture store is the best distributing outlet for house-furnishing goods—and with respect to house furnishings the fastest-growing and most aggressive department store today. Consider the case of the Colonial Manufacturing Company, whose advertisement from The Furniture Record is shown on this page.



From a concern making fine hall clocks exclusively in a relatively small way, a distribution through furniture and house-furnishing stores has been developed which first required factory expansion for production of hall clocks alone and later paved the way for further factory expansion and the sale of a line of hall and living-room furniture.

With due credit for a fine product and the good business methods of the Colonial Manufacturing Company in every particular, including the use of other advertising than the pages of The Grand Rapids Furniture Record, consider the circumstances! First.—That a large production of a goods other than household furniture of the ordinary sort is distributed largely through furniture stores. Second.—That advertising in The Furniture Record has been used untiringly in developing the distribution—the dealer outlets for the product.

Let us consult with you regarding the possibilities for the distribution of your product—if it goes inside the home.

PERIODICAL PUBLISHING CO., Grand Rapids, Michigan

VICTOR B. BAER CO.,
47 West 42nd St.,
New York City.

EDWARD R. FORD,
53 W. Jackson Blvd.,
Chicago, Ill.

SAM LEAVICK,
510 Union Trust Bldg.,
Cincinnati, Ohio.

The Grand Rapids
Furniture Record
A paper with true dealer influence

The J. R. Mayers Co. announces its Removal to Larger Quarters in the Aeolian Building

THE announcement of an organization's growth usually receives only passing attention. But the growth of the J. R. Mayers Co. in staff and space at this particular time carries with it more than ordinary significance.

It indicates, first, that the retail distributor has come into his own—that national advertisers are giving their dealers concrete selling service to a constantly increasing extent.

Secondly, this growth indicates the success of a new idea in the advertising field, and with it the ability of the J. R. Mayers Co. to put over that idea.

The Mayers idea is to completely plan, design and manufacture dealer helps for manufacturers in every field—irrespective of the size of the campaign, the style or the purpose of the dealer helps. Our one standard has been to produce and manufacture helps that really help the dealer to sell more of the advertiser's merchandise —dealer helps that a dealer *wants* to use.

Here, specifically, is what we are now doing for our clients—large national advertisers and their advertising agencies:

Dealer Helps

1. Window displays.
2. Counter displays.
3. Interior displays.
4. Direct-by-mail campaigns to the consumer *through the dealer.*
5. Specialties.
6. Special unclassifiable helps peculiar to the particular campaign and product.

Planned

There must be two distinct divisions to every dealer help campaign—the ideas in the particular dealer help units, and the merchandising plan *behind* the units. The J. R. Mayers Co. renders all planning service to its clients free of all cost, including the distribution plan, the promotion to the sales force, test displays, trade paper service and dealer literature. We bill our clients, however, only for the cost of the finished dealer helps.

Designed

From the idea and preliminary sketches to the finished and working drawings, there is one dominant thought: Will it sell more merchandise for the dealer? The art treatment employed depends solely upon the particular job and product—we have no set and unchanging "art style."

Manufactured

In our selection of the method of reproduction of the dealer helps we produce, we are biased only by the interests of our clients. Our dealer helps are reproduced in the process and medium most suitable—whether it be printing, lithography, rotogravure, stencil or hand work—on paper, cardboard, metal or glass.



"Dealer Helps that help the Dealer"

If you are contemplating the preparation of a complete dealer help campaign or only one or two dealer help units, now or in the future, write or telephone us. We should like to show you some of the work we are now doing and tell you just what we can do for you.

The J. R. MAYERS CO. *Inc*

Aeolian Building, New York

Temporary Telephone, Vanderbilt 9140

Dealer helps for national advertisers planned designed and manufactured

that people with the heavier, old-fashioned garments are forever "scratching." Thus the negative creeps in and since almost everyone has had uncomfortable experiences with underwear that invites "wool itch," such illustrations are received with understanding and approval.

The amusing scene at the dance, where Mr. X hies him to a hidden corner for a seance with his underwear, only to be discovered by the Other Fellow, who wears Duofold, and, as a consequence, suffers no discomforts, is a new note in this type of advertising. Nevertheless, the manufacturer does not forget that he is selling underwear, and there are intermittent campaigns, where full-length figures in underwear are the main picture theme. Rock-inchair underwear, a lightweight product, is advertised in summer, while Duofold is a winter special. At certain seasons, both are exploited in the same advertisement.

Munsingwear has been illustrated consistently well for many years and seems to have solved the eternal riddle of the unobjectionable posed model. By the introduction of children and the home atmosphere, the pictorial campaigns have brought dignity and genuine beauty to full pages in color. While there are form-fit features, there are no trick diagrams to mar the figures and by sheer force of handsome appearance of garments, the advertiser tells his story. One of the Munsingwear illustrations, a photograph of a mother and her two children, all in underwear, has become a classic, and has been used over and over again because of its popularity.

Athena underwear, made by Marshall Field & Company, for women and children, really requires small line-cut postscript picture of diagrams to convey an adequate idea of the sales features of the garments. It has been the Athena custom to state that this underwear permits the proper draping of stylish costumes. It fits so well and conforms so perfectly to the figure that the most exacting dress-maker or modiste, supercritical, approves of Athena. It is known as the "tailored" underwear and this line of approach has been very successful for a matter of five years or more. The photographer has been the artist during the past year, and the art studies from life lean rather to pictures of attractive women in modish gowns than to undraped models.

More daring in artistic conception is the art of Futurist undergarments for women. Here life-like studies of pretty young women, in the actual underwear and posed with many subtleties of light and shade and composition, have brought either severe criticism or enthusiastic approval, according to personal viewpoint.

Futurist page make-ups are exquisite, the sense of balance being always maintained, and dainty lithe pen and ink footnotes so ingeniously dropped in, and type blocks so wisely handled, that the entire effect is attractive to a degree. Polly-Anna underwear, a comparatively new line, also uses the camera for its somewhat daring illustrations and Irish Linen, as a leading material is stressed.

OTHER METHODS OF HANDLING

Another newcomer is Van Raalte "Niagara Mail" glove-silk underwear. Other Van Raalte products, such as veilings, are so well known and thoroughly established that the underwear started with much in its favor. Pictorially, the simple, flat poster style has been adopted, with a leaning to people examining the underwear rather than wearing it.

Dove undergarments, manufactured by D. E. Sicher & Company, employ women as illustrators and combine realism with feminine charm of detail.

And then there is the Hatch one-button union suit, talking this particular feature above everything else, and using photographs of men in the underwear, with now and again a small vignette pen and ink to relieve the sameness. The one-button idea provides sufficient talking material for many campaigns.

The Sealpax Company, natu-

All Our Old Readers and 17,362 More at 3 Cents!

The average daily (exclusive of Sunday) net paid circulation of the HERALD AND EXAMINER for the six months ending September 30, 1920, according to the sworn government statement, is

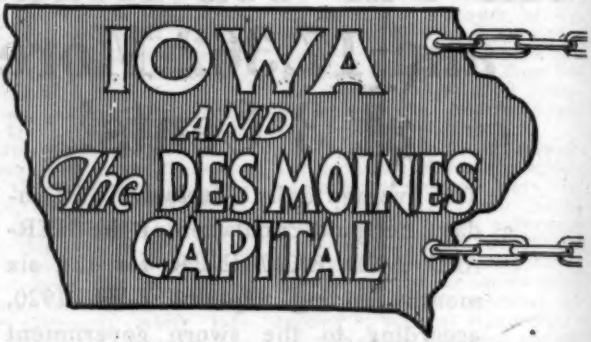
344,538

Despite the competition of other newspapers that maintain their price at 2c, the HERALD AND EXAMINER not only retained all its OLD readers, but added 17,362 new readers —a greater gain than that of any other Chicago newspaper, morning or evening, regardless of price. (6 months ending Sept. 30, as compared with 6 months ending March 31.)

The sworn government report for the same period shows an average net paid Sunday circulation of 626,637—a gain of 33,467 over the same period one year ago, when the HERALD AND EXAMINER sold for 7c, the present price of the other Chicago Sunday newspapers.

CHICAGO
HERALD EXAMINER
AMERICA FIRST

September, 1920, Daily Average, 344,588
September, 1920, Sunday Average, 638,016



Do You Know Iowa
the Land of Agriculture?

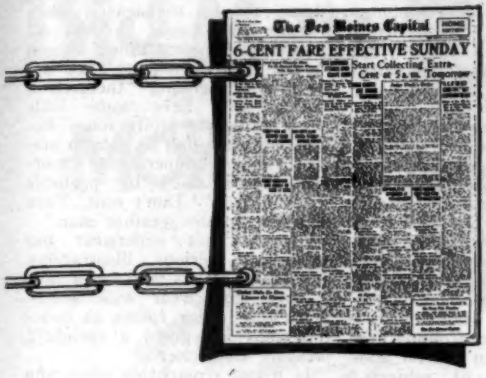
Iowa ranks first in the Union in the production of corn and oats. The combined value of Iowa's live stock is greater than that of any other state. Iowa cattle are worth more than the entire tobacco crop of the United States. There are more than 1,250,000 sheep in Iowa.



Iowa produces more pure-bred animals than any other state in the Union. One of Iowa's beef bulls was sold recently for $38,000. Iowa's horses are worth more than the cotton crop of any state. One of Iowa's draft horses was sold recently for $47,500.

Iowa's egg crop is more valuable than all the oranges raised in the United States. Iowa produces about 10 per cent of all dairy products made in the United States. There were 91,000,000 pounds of butter manufactured in Iowa in 1919. The average income from an Iowa farm in 1919 was $8,750. There are about 200,000 farms in Iowa.

More than 99 per cent of Iowa's entire area is productive. The world's gold mines produce annually less than the soil of Iowa. Iowa ranks fifth among the states in total assessed valuation. Iowa's per capita wealth is $3,345. The per capita wealth of the United States is $1,965. There are 490,500 families in Iowa. Of these, 336,000 or 60 per cent own their own homes.



Member
A. B. C.

The Des Moines Capital
Iowa's Favorite Newspaper

influences the buying for more than 50,000 homes in Iowa. The Capital has maintained its leadership in the Iowa field for many years. Advertisers, both local and national, rely upon its "pulling power." They know that its readers believe in its columns because of a strict adherence to honest news, honest views and honest advertising.

The Capital has enjoyed a tremendous increase in advertising during the first nine months of 1920, over the same period of last year. The total lineage in The Capital was 8,230,936—an increase over the same period last year of 2,019,316 lines.

The Capital offers advertisers the privilege of addressing the wealthiest per capita audience in the United States—an audience that is greatly enhanced by the intensified reader interest and confidence this newspaper enjoys.

Your advertising campaign will be profitable in Iowa's fertile field, if you select The Capital as your medium.



The Des Moines Capital

LAFAYETTE YOUNG, Publisher
O'Mara & Ormsbee, Representatives
New York Chicago

rally, dwells upon the novelty of underwear that comes in a sealed package, and figures climbing from the envelopes top off brief copy. This Sealpax thought is enough to individualize the campaign.

The year has produced no more striking and thoroughly artistic campaign of full pages, running with remarkable regularity, than that issued for Mayo underwear. This series has won the approval of all underwear advertisers, the trade and the dealer. It is unlike anything put out by competitors. Mayo garments are shown in still-life, in the foreground, either in the box or draped gracefully beside it. Backgrounds are sketchily rendered in crayon and cover a multitude of subjects. Through an open window, geese are pictured flying southward, and a shotgun rests against the casement. "Florida weather," says the headline, "for sale by the garment. Geese are honking their way southward. The mercury is preparing to flirt with low temperatures. Pumps are getting ready to be thawed out. Tourists are reading booklets about Florida and southern California. Few of us can run away from Jack Frost but all can laugh at Winter's chill." The story is told by happy suggestion.

The caption thoughts as well as the illustrations of Mayo advertising come in for merited praise. It seems to us they strike a new note entirely. Take this: "Box-fulls of Climate! Bass are biting. The corn is in the shock. Pumpkins are turning their thoughts to golden pies. The atmosphere is chirking up. Coal wagons are rumbling through the streets. A thousand signs warn you: 'Get ready! Winter's on the way.' Way up North Woodmen are already putting on their warm 10-rib Mayo Underwear. They would tell you that when the mercury begins to push the bottom out of the thermometer there is no warmer friend than Mayo."

This copy is all good enough and zippy enough to be thoroughly readable and we can't resist the temptation to give you samples of it: "The Joke is on the Weather Man. This is the season when weather men begin to dust off their thermometers down around the 32 degrees mark. They are whispering among themselves, 'Guess we'll have some little jokes on people pretty soon. Before long we shall be able to predict "lower temperature tomorrow, accompanied by probable snow flurries."' Don't wait. Turn the joke on the weather man."

Carter's knit underwear has capitalized serious illustrations, painted by artists who know how to fuse underwear with action. Scenes in locker rooms at country clubs are given a sprightly, pleasing atmosphere.

Is it not remarkable when you come to sum up the number of accounts of a similar character and the resourcefulness necessary to make each one stand squarely on its own merits!

Kansas City Mail-Order Houses Advertise for Local Trade

Two mail-order houses in Kansas City, Montgomery Ward & Co., and the National Cloak and Suit Co., have taken to newspaper advertising in an effort to obtain local trade. Montgomery Ward advertising is an invitation to write for the catalogue and come to the store, and indicates that it has been the general practice of the company to sell over the counter to those who want to buy in that manner. "People hundreds of miles away," the Montgomery Ward copy says, "save money by trading with us, even after paying the transportation costs. You who live in Kansas City or vicinity can save even more."

N. P. Taft with Henry Card & Co.

N. P. Taft, who until October 1 was sales manager for the National Grape Juice Company, has joined Henry Card & Company, grape juice manufacturer, Fredonia, N. Y., and assumed active management of the business.

Paul F. Burger Joins Dorland Agency

Paul F. Burger, formerly advertising manager of the Vacuum Oil Company, and recently with Picard & Co., New York, has joined the Dorland Agency, Inc., in the capacity of account executive.

Big Men and MOTOR



CLARK EQUIPMENT COMPANY

Buchanan, Michigan,
August 18th, 1920.

MoTor,
119 West 40th St.,
New York City.

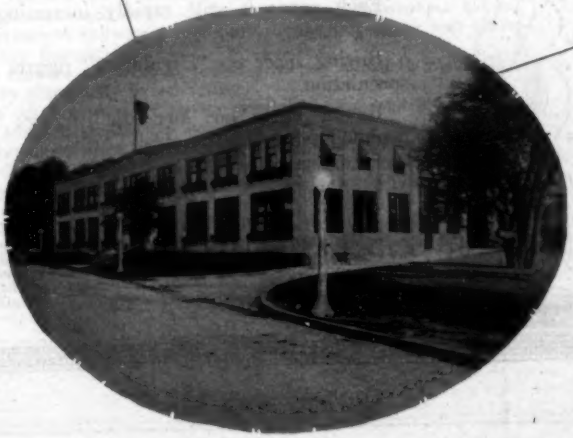
Gentlemen:

The men who build MoTor from month to month should derive a wonderful amount of pleasure and profit from their work. They are producing a splendid magazine, full of interest, beautifully set forth to reader and advertiser.

Very truly yours,

CLARK EQUIPMENT COMPANY

President



The NORTHCLIFFE NEWSPAPERS

Number Six.

The Northcliffe Press comprises the following newspapers: THE TIMES, THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY DISPATCH, THE OVERSEAS DAILY MAIL (weekly edition of the Daily Mail), THE CONTINENTAL DAILY MAIL. Each paper in particular is dealt with in the series of advertisements.

BUYING newspaper space on "circulation" figures is about as wise as handing a dollar to a side-walk grafter for a paper bag and a possibility—which isn't even a probability.

American advertisers do not take kindly to the word "circulation." It covers a multitude of free copies and "returns."

To the advertiser contemplating a campaign in Great Britain, the Northcliffe Press does not offer "circulation" figures.

On the contrary, the Daily Mail recently published Chartered Accountants' Certificate to show that its average net daily sale had reached the amazing figure of 1,121,790.

The Evening News (London) certified in the same uncontestable fashion that its average daily net sale was 825,825.

Each paper is still rapidly increasing its sales.

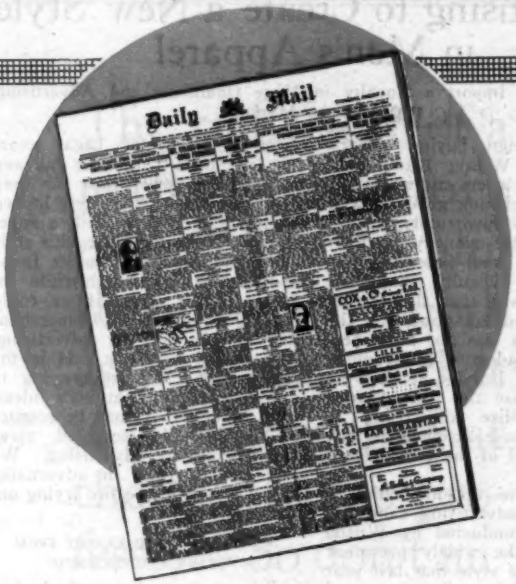
Buying space on "circulation" figures is a speculation.

Buying space on "net sale" figures is a common sense business deal.



ACHIEVEMENT:

When the strenuous campaigns carried on by the Northcliffe Press for the tightening of the Blockade of Germany achieved their object the duration of the war was considerably shortened and the final defeat of the Central Powers assured.



Daily Mail

CONTINENTAL EDITION

The Continental Daily Mail is printed in Paris.

It reaches its readers long before any London produced journal can reach them. It is on sale at the newspaper kiosks, the principal railway stations and in the big towns and cities all over Europe.

Its readers are wealthy people who can afford to gratify the desires aroused by its advertisers.

No other newspaper on the continent taps such a rich concentration of prospective buyers.

Nowadays when the stream of English-speaking tourists to the Continent grows ever more torrential, the Continental Daily Mail presents an unequaled opportunity for profitable American advertising.

Full particulars of advertising rates and specimen copies of any or all of the newspapers of the Northcliffe Press can be obtained post free on application to: The Daily Mail New York Business Office, 30 Church Street, New York.

Advertising to Create a New Style in Men's Apparel

Wilson Bros. Import a Novelty in Huge Quantities and Advertising Makes the Market

THE foreign buying department of Wilson Bros., Chicago, manufacturers and importers of men's furnishing goods, saw a good business opportunity in buying an immense quantity of chain knit English wool hose.

The only difficulty about the proposition was that the market for that kind of goods in the United States was not developed. Wool hose had gone pretty much out of style. But the goods were bought because the firm decided it could utilize advertising to make wool hose accepted as part of the apparel of the well dressed man.

This is the reason behind a national advertising campaign now being conducted by Wilson Bros. to make widely prevalent among men a style that last year was followed by college men and the younger fellows—that of wearing wool hose with low shoes during the fall and winter.

"The time is especially favorable for this kind of advertising," a member of the Wilson organization told PRINTERS' INK, "because several hundred thousand of America's young men learned during the war about the advantages of wearing wool hose. Many of these men perhaps never saw a pair of wool hose before, their experience having been confined entirely to cotton and silk. But now wool is getting to be quite the thing. There is nothing so remarkable about this and the change the war has brought in men's attitude toward other kinds of merchandise. Take wrist watches. Five years ago a man who would wear a wrist watch would be set down as a gentle, lady-like person who was too good to live in this world of sorrows. But now wrist watches are common among red-blooded men. The prejudice has vanished.

"A couple of years or so ago when the youngsters began wearing low shoes in the late fall and winter with wool hose to keep their feet warm, they were looked upon indulgently or with a superior air. Just the same, this style has many arguments in its favor and we saw a worth-while increase in our outlet if we could put the style across. If merchandise can be sold by advertising, why cannot styles be sold in the same way? We are proving to our satisfaction that style ideas, even though they may be counter to the usually accepted view, *can* be sold by advertising. We had enough faith in advertising to get the goods before trying out the plan."

KNEW WHAT TO EXPECT FROM WILSON'S ADVERTISING

But retailers necessarily had to be sold on the possibility of the new style before they would stock the goods. The national advertising was utilized to convince the dealers on this point. A PRINTERS' INK writer said a short time ago that retailers—particularly the buyers in large department stores—would not be influenced by what a manufacturer or jobber expected to do in an advertising way, and that the buyer would have to feel the advertising rather than see it. This is true a good part of the time. But no advertising rule has as yet been found that could cover everything. Wilson Bros. sold wool hose on the strength not only of value but on what logically might be expected from the advertising in the way of making the new style popular. It must be that the discerning retail store buyer can feel the possibilities of advertising as well as see its accomplishments.

The national advertising in behalf of the new style is followed up by constructive service work among retailers that brings about

The right sort of a man grows more earnest and faithful than ever in his work as he discovers that it is landing him at the top of his profession. So don't imagine that Bundscho will be spoiled or grow indifferent; he's the right sort.



J. M. Bundscho, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO



SYSTEMS

Prepared by The H. K. McCann Company

—"forever"

THINGS that endure—Magna Charta, good books, deeds, fine strong paper.

The lawyer is a proverbial user of good paper. He appreciates its finer qualities. Experience has shown that humble records often become of the greatest significance. The ownership of property may hang on an illegible affidavit or an old letter of established genuineness.

Systems Bond is a splendid legal bond. It makes a dignified letterhead, commands attention, is fit to associate with documents of importance. Its quality crackle bespeaks authority and confirms confidence.

The liberal rag-content of Systems gives it an impressive character. Careful loft-drying seasons every sheet, perfectly. Your printer is glad to have you specify it—you will like the job.

Systems Bond is the standard-bearer of a comprehensive group of papers—a grade for every bond and ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.
Mills at Bangor and Lincoln, Maine

BOND

The Rag-content Loft-dried Paper at the Reasonable Price

the advertising of the wool hose locally. Advertisements have been prepared by the service department hooking up closely with the national copy in phraseology and in illustration. Retailers are given the electros without charge, but use them in local newspaper advertising at their own expense. The Wilson firm is strongly against the idea of charging retailers for service material.

"We sell merchandise and not advertising material," said PRINTERS' INK's informant. "Our own best interest demands that we help our customers sell the maximum quantity of our goods. It is up to us, therefore, to help the retailer in his advertising. We are just as much interested in this advertising as he is. Why should we charge him for something that we are exceedingly anxious for him to use? If we pay for the cuts and he pays for the local space that is a fair deal so far as we are concerned."

The main value attached to charging for electrotypes, as has been said several times in PRINTERS' INK, is that when there is a charge retailers are more likely to use them. Wilson gets around this by supplying the retailer with a blank form upon which he can request electrotypes. On this he makes a written agreement not only to use the cuts but to send the service department marked copies of the newspapers in which the advertisements appear.

Foreign Agency Association Hears A. M. Haynes

Albert M. Haynes, of the Empressa Haynes, Buenos Aires, and also a director of La Asociacion Grafico, addressed the members of the Association of Foreign Advertising Agencies of America at their last semi-monthly meeting in New York. He spoke of the work that is being done to raise the standards of advertising in Argentina.

The association which Mr. Haynes addressed was formed last June. It is composed of several agencies that handle foreign advertising exclusively. During the coming season it is expected that the association will be addressed by important publishers from abroad and by men who have made a study of foreign markets.

Advertising Is Stopping Bomb Outrages

FAIRFIELD, IOWA, Oct. 13, 1920.

Editor of PRINTERS' INK:

Can advertising stop bomb outrages? asks W. S. Lockwood in the September 30 issue of PRINTERS' INK.

Certainly. It has already done it. It is still doing it, and it will continue to do it better and better, and that without the special anti-bomb advertising campaign Mr. Lockwood so eloquently pleads for.

Obviously, advertising cannot hope to restrain violent men, except by selling their audiences a strongly competitive mental occupation.

A "parlor Bolshevist" magazine may editorially attempt to incite discontent, yet on the advertising pages we are a hundred times more convincingly told of how Hoos Hoo went from underpaid office boy to chief accountant in three short years; in another ad how Mr. Always Broke had conquered debt and achieved a home and divver by using Budget's Home and Personal Account Book. In still another ad we learn how Mr. Timid Stutter became a most convincing and magnetic speaker after mastering twenty-four easy lessons. Mr. Erstwhile Hercules in another ad relates the miracle wrought by still another Self Trainer.

A farm paper writhes in agony over the deep and awful crimes committed against the downtrodden farmer. Advertisingly in the same paper he is told that Delco, Silent Alamo, and Too-Numerous To-Mention are the real blue chasers; how they add to life's deep enjoyment, conserve health and vigor and still contribute their bit toward the rainy day for good measure.

Instances could be multiplied without end to show that he who reads English at all cannot escape the ever-present Old Man Specific's incessant urge to take another grip on ourselves and improve our station, whatever it be—common laborer or bank president.

The inherent wisdom and progressiveness of the United States is in no small measure due to the gentle, persuasive, never-ceasing urge of our advertising on our better natures. Advertising restrains us from "passing the buck" for our woes, by telling us specifically how to remedy the trouble whether it be labor shortage, ruinous prices, degrading living conditions or what not.

Ignorant foreigner, or captain of industry, we all have a craving for greater achievement, greater honor, more opportunity really to know the good things of life. The deeper human appeal that advertising is constantly substituting for the old time mud slinging and industrial egotism is serving to quicken the realization of the big potentialities of all of us in all our myriad occupations, and in so doing is not only crowding out the vicious influences but is also putting speed and spirit in every progressive movement.

IVAR MATTSON.

These Figures Tell Their Own Story

The Government Reports published by the TOLEDO BLADE and Toledo News Bee for the six months ending September 30, 1920, shows the TOLEDO BLADE'S circulation—six months' average—88,490; Toledo News Bee, 77,754. EXCESS BLADE CIRCULATION, 10,746.

The city and **suburban circulation** of the **TOLEDO BLADE** is **larger** than the total circulation of any other Toledo newspaper.

The September, 1920, circulation of the BLADE was more than 15,000 larger than any other Toledo newspaper.

These figures mean much, but the standing of the BLADE and the character of the newspaper makes it by far the strongest medium for advertisers in northwestern Ohio.

This is appreciated by advertisers from the fact that the BLADE carries more local, more foreign and more classified advertising than any other paper, in spite of refusing hundreds of columns because of shortage of paper and the refusal of many undesirable medical accounts.

Lane Block Inc.

NEW YORK CHICAGO BOSTON DETROIT

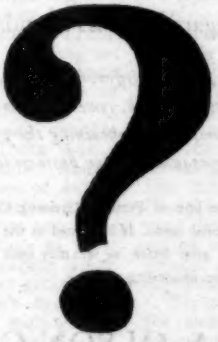
IS there any *three* cent evening newspaper in this country (other than the *Chicago Evening American*) with a circulation of more than 350,000 net paid daily average



Note Of course, we all know about the New York Evening Journal—but IT is in a class all by itself.

The Chicago Evening American
is a member of Audit Bureau of Circulations

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The Chicago Evening American
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The Greeting Card Goes to Work!

A YEAR ago, when business came faster than it could be cared for, you may have sent out Holiday Greeting Cards because that was the nice thing to do. This year, when patronage must be bid for, it is the *businesslike* thing to do. That is the difference—and it requires a different kind of a card.

OLSON Cards carry in their steel-etched decorative devices your trade-mark, emblem or monogram with the effective display of a super-advertisement. Nothing but character, standing, pre-eminence in your line can be associated with such craftsmanship. And the Greetings are in keeping—thought out to create an intimate, loyal regard for a concern so generous and regardful of *its* friends.

The cards are offered in 25 different designs, each one providing for insertion of your trade-mark, symbol or monogram as an integral part of the design. Sample-box containing the 25 cards will be gladly mailed you, following request on your business letterhead.

There's an Olson line of Personal Greeting Cards, too—steel-etched hand-colored cards. If interested in the Personal Cards, please specify in your letter, so we may send you a specimen card with a folder illustrating the line.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Smoothing Out Difficulties in Letters

Where Satisfaction Is Guaranteed the Adjuster Becomes the Good-Will Custodian

By May L. Allen

Of Montgomery Ward & Co.

AT times during the last few years, business has been bounded on the north by coal crises, on the east by strikes, on the south by embargoes and on the west by "flu," while the income tax has clamped down upon it from above and war has rocked the earth in eruptive upheaval from beneath. So beset, the narrowed limits within have been rather mussed up occasionally, and as a consequence, there is increasing respect for letters that smooth out difficulties.

Perhaps this subject was selected for me because the wealth of material for the study of *sale and collection letters* emphasizes the dearth of that available to the student of adjustment letters. Or it may be I have have been tagged with this topic because mail-order houses, selling by catalogue and doing a comparatively small part of their business on credit, direct their greatest efforts in letter writing into channels of explanation and conciliation.

There have been some changes since early days. There was a time when reputable houses thought nothing amiss of beginning a letter in this fashion: "We are sorry to learn that you have not received the package of yeast cakes and pound of raisins which you ordered with other groceries." These days we don't begin by clouding our letters with gloom, no matter how sorry we may be to deprive anyone of yeast cakes and raisins. Of course we *are* sorry—genuinely sorry—for the man who puts up the kick, and we *are* anxious to furnish him at the earliest possible moment with the essentials to his happiness, but we no longer express our attitude by condolence. On the contrary, we are glad he reported the oversight. And we make him feel it. Sometimes we thank him for writing. If he is unusually peeved, however, it may be dangerous to over-emphasize gratitude; a sarcastic writer may think we are joking at his expense if we thank him for telling his troubles. In such a case, we find it better policy to sympathize with him. But whatever course discretion dictates, we make the customer understand at the outset that he has pleased us by reporting his difficulties. Welcoming complaints is the keynote of making adjustments.

ANOTHER CHANCE TO MAKE GOOD

This attitude of welcome has been so impressed on student correspondents that it reminds me of a letter one of our novices attempted to answer. The letter concluded thus: "I am sure very sorry to have to tell you that the dish was broken and I hope you will not be sore about it." Not to be outdone in courtesy, the tactless Sub-Fresh began his reply: "Indeed we were not sorry to get your letter. If things didn't go wrong once in a while, some of us around here wouldn't be holding our jobs."

We have other reasons than his for welcoming complaints. When we consider how far from us the silent waters of dissatisfaction may carry in their hidden undertow the old customer and the host of prospects whom he influences, even a Niagara of vituperation becomes sweet music in our ears! The roar warns us of danger and enables us to avert peril. The man who expresses himself gives us another chance. Alleluia!

Part of an address before the Better Letters Convention at Springfield, Mass., October 19-21.

The wise adjuster will remember that temper, like lightning, bursts forth in flashes; he will reflect that greater force is manifested in the silent lifting of moisture from sea to sky than in the noisy thunderclap that tells him of a momentary flash. Perhaps a mining town address will make him tolerant of a type whose profanity is merely punch—who, without the slightest intention of offending, gives father's tongue preference over the mother tongue. The adjuster, then, overcomes his own reaction to sarcasm and insult, and keeps cool. In the fascinating game of business, he emulates the good sportsmanship of a ball player who will not allow an irate fan to rattle him. He goes to his task animated by the spirit of the firm—that of a well-wisher toward friends and equals.

Having welcomed the complaint in the right attitude, he prepares his case thoroughly before dictating. He knows that it is the purpose of the adjustment letter to hold that old customer who is worth a dozen prospects and to save the investment represented by costly catalogues, and the well-paid labor of receiving teller, entry clerk, order filler, shipping clerk, and bookkeeper. The investment is threatened with loss. He is to turn it to profit—to enhance the reputation of his firm—to bring back that repeat order without which no business can succeed. The adjuster has it in his power to upbuild or destroy the good-will of the trade, and he takes no chances when he realizes his twofold responsibility; to the firm that fills his pay envelope, and to the customer awaiting a decision that will make him friend or foe.

COMPLAINANT MUST BE UNDERSTOOD

Hasty reading of the complaint and lack of concentration lead to three serious mistakes: unnecessary expense through investigation of points not at issue; failure to call for records or information required; or the mailing of a reply which only half covers the case and actually causes correspondence. Perhaps the letter is not clear—the writing may rival the hieroglyphics of ancient Egypt or the signature of a modern bank cashier—the story may be told so illogically that a tariff schedule expert could scarcely figure it out—nevertheless, time and labor will be ultimately saved if the letter is not handled until it is understood.

A letter read: "My order just came. Everything is fine except that you sent the pipe without threads. I wrote you that I wanted five threads. What is to be done?" The correspondent replied: "By parcel post we are sending you five threads for your pipe."

After a thorough reading the adjuster will doubtless be able to determine whether the case will require much investigation or can be settled promptly. If settlement cannot be made immediately, we have found that it is well to acknowledge receipt of the letter, explaining that the claim is having attention. The acknowledgment should be in as specific terms as possible; it should avoid tactless reference to any investigation that could possibly offend the most sensitive; and, on the other hand, it should be free from promises so contingent upon unknown circumstances as to be uncertain of fulfillment. It is safe and sufficiently reassuring to promise that complainant will sustain no loss. Moreover, it pays to be prompt in doing this. There is nothing more annoying than to have a grievance ignored. The adjuster may be tracing a shipment by wire, consulting an analytical chemist, or laying aside all other duties to unravel a shipping room mystery that would baffle Sherlock Holmes, but how is the customer to know he is not ignored until his letter is acknowledged?

Where a large volume of correspondence is handled, it promotes promptness to attach to each letter a colored sheet of paper bearing a notation of date and hour at which reply is scheduled to be mailed. As far as the eye sees it, the color of the schedule proclaims unmistakably the day of



How Kirkpatrick's increased their furniture business 400% in three years

A 400% increase in three years.

There are only 12,000 people, at the most, in Arkansas City.

And the rural community surrounding it would be typical if adjacent to almost any city in the middle west.

Mr. Gray made his increase under normal conditions.

But he did it—and the ideas he employed—the plans he followed—the methods he used are another chapter in the possibilities of a business that is watched and studied.

In the October Furniture Merchants Trade Journal, Mr. Gray tells the story—what he did to multiply his volume by four and how he did it.

It is an article filled with valuable information drawn from actual experiences and filled with details that have been worked out in the building of this business.

It offers a starting point—a groundwork—a foundation for the furniture merchant who is serious in his desire to see his business grow larger and more prosperous.

In this issue there are more than fifteen other articles—from as many states—each filled with concrete, definite useful information on merchandising methods that furniture merchants are using to build greater business-volume.

It is this practical merchandising information that has made so many high-grade, progressive furniture merchants consistent readers of this publication. Some people call them the "Quality Group."

Isn't it rather easy to understand why so many advertisers consider the advertising pages of this publication as an opportunity?

Would you like to see a copy?

FURNITURE MERCHANTS TRADE JOURNAL

Published by

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, Iowa

Also Publishers of

DRY GOODS MERCHANTS TRADE JOURNAL
HARDWARE MERCHANTS TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.

Wealth in Short Stories

BOYS' LIFE has not only gathered about the best writers of boys' stories in the country, but has in addition made a special effort to interest writers of adult fiction in the work of writing stories for boys. In this the magazine has been unusually successful, so successful in fact, that it is able to offer its readers such exceptional short stories as those included in the series of Kit Carson tales by J. Allan Dunn, the western series of Reddy Brant stories by W. C. Tuttle and the series of stories of scouting in Africa by Captain A. P. Corcoran.

These authors will write boys' stories exclusively for BOYS' LIFE in 1921 →

Dan Beard
Joseph B. Ames
E. L. Bacon
J. Allan Dunn
W. C. Tuttle
Capt. A. P. Corcoran
Ed. Leonard
Lynn Gunnison
John Garth
Irving Crump
Geo. G. Livermore
Belmore Browne
Wilbur S. Boyer

Other writers and artists who will contribute to BOYS' LIFE are:

Authors Who Will Write for *BOYS' LIFE*
during 1920-1921

Ida M. Tarbell
Ralph Henry Barbour
Percy K. Fitzhugh
Brewer Corcoran
Albert W. Tolman
Dillon Wallace
Denzil C. Lees
James Ravenscroft
Ed. L. Carson
Joseph Kescel
Arthur S. Chapman
F. A. Collins
Edwin Cole
Wm. L. Gaylord
Arthur F. Rice

Artists Who Will Illustrate *BOYS' LIFE*
during 1920-1921

Charles Livingston Bull
Charles S. Chapman
Joseph Easley
Clyde Forsythe
Henry C. Pitz
Frank J. Rigney
Bert L. Salg
Remington Schuyler
Gordon Smyth
Harold Andersen
Leslie Crump
Douglas Ryan
Clinton Balmer
Douglas Duer
John R. Neill

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE
The Quality Magazine for Boys

200 Fifth Ave.
New York City

203 So. Dearborn St.
Chicago

Member A. B. C.

the week and thus prevents a letter's burial under a monument of later receipts.

Complaint letters which require acknowledgment before they are adjusted should be rare in any business where adequate records are properly filed. Many cases that require investigation can be adjusted immediately and completed afterwards. Among these are such instances as: shipping goods on credit pending duplication of a lost money order; replacing shipment or sending refund for merchandise lost or damaged in transit before the carrier's liability is paid; exchanging goods on evidence of purchase and receipt of the transportation company for return shipment.

Most letters may be boiled down into one question and the adjuster's decision on the testimony before him leads to a "Yes" or a "No" answer. Inexperienced correspondents with few exceptions lean to the house in their decisions and must be taught the shortsightedness of this policy. The guarantee, if expressed, or policy understood, is the basis of all decisions. Our firm expresses its obligations thus: "Satisfaction or your money back." It is not always easy to fulfill this guarantee and at the same time be fair to the firm because the decision rests, not on what service the merchandise is supposed to give, but on a satisfaction of which the customer is sole judge. In handling tire complaints due to causes for which the driver is responsible, we have found it helpful to report tactfully what the tire inspection shows, to explain the cause, and to offer to send a new tire at a fair price. With a letter of this kind we enclose a booklet on "Tire Troubles," which brings us the requested amount without protest in almost every case.

EXPLAINING THE CASE WITH A CLEAR MIND

Because we guarantee satisfaction, must we make on demand a liberal allowance to which the customer is not entitled? Let us suppose he is unreasonable and wants more than is coming to him. If he is not entitled to what will satisfy him, we must satisfy him with that to which he is entitled. Controversy is not here suggested—it must be remembered that a change of opinion cannot be coerced by a wrangling or domineering letter. But there is a sense of fairness and justice inherent in all men and the right letter will appeal to it. More than that, the appeal will be flattering. Unscrupulous people are very few and there are not many instances in which fairness will not overcome unfairness. Moreover, fairness creates a respect essential to profitable future business, whereas an unjust allowance may lead the easily tempted to wrong doing. Most disputed accounts arise from misunderstanding and we have found that a clear tabulation of debits and credits is more effective than a cancellation in building good-will.

Besides previous settlement, policy, and need of information, there are two reasons that justify a "No"—deliberate dishonesty and an unreasonable claim due to misunderstanding. Deliberate dishonesty is rare indeed—of five million people on our mailing list, only twenty-seven hundred have attempted to take advantage of us within the last five years. It is not difficult to safeguard the firm against those who attempt to use the mail for fraudulent purposes; a definite statement of facts is surprisingly effective in bringing them to time. Most misrepresentations, though, are unintentional. No matter how distorted a customer's viewpoint may be, it is best to treat it respectfully.

In the early teens of the century, before printed guarantees properly dated were included with guaranteed shoes, I saw a letter from a man who reported that he had purchased a pair of shoes guaranteed for six months' wear; that he had them replaced at the end of five months and three weeks' service; that the second pair was worn a little more than five months before they were exchanged for another; and so on for several years. His grievance was this: he had sent us the fifth pair two weeks

previously and had received no return. In conclusion he asked whether we didn't intend to fulfill our guarantee. Various opinions were expressed about this unique attitude, but on one point all agreed —the writer was *not* a crook. He furnished evidence of misunderstanding by his frankness. He actually expected to be perpetually shod by virtue of his original investment in one pair of guaranteed shoes.

The guarantee must have been explained with real consideration for his feelings; at least, I recall that his reply read: "I didn't understand how you could sell shoes on a time guarantee. I admit it's on me and while you haven't mentioned it, I figure that I owe you for at least three pairs of shoes even with your liberal way of fixing up things. I want all that's coming to me, but nothing that's not. So to make sure that I'm not taking advantage of you, I'm enclosing the price of four pairs and an extra three and one-half for another just like those I wore out!" Instead of offending, the adjuster made that customer a lifelong friend of the house by taking into consideration his distorted point of view.

The "Yes" decision is more easily handled than the compromise or "No"—the customer's letter and corroborating testimony led to a happy settlement. Occasionally a sense of fairness inspires an allowance greater than the "pound of flesh nominated in the bond." I recall several times that this occurred when dye had ruined material in such a way that it could not be detected until the garment had been stitched. According to the guarantee, we might be held responsible only for six yards of material at three dollars a yard, but if it cost ten dollars to make the dress, the customer would lose that ten dollars if we adhered strictly to the letter of our contract. The spirit of the guarantee, however, makes clear that no one shall sustain a loss in dealing with the firm—and spirit rather than letter governs the adjuster.

Service ungrudgingly rendered does much to restore shattered confidence, as this letter from a customer testifies: "The number of the money order is 2319, date August 17th, amount $13.95, issued at Blanktown, Idaho. I have applied for a duplicate payable to you. When I learned my order never reached you, I thought at first, baby would be big enough to wheel the go-cart before she would have a chance to ride in it. I want you to know how much it pleased me to have our rural carrier deliver that buggy this morning. There is none on sale at our nearest trading point, sixty miles away, and it means two trips of one hundred and twenty miles each and a long delay to order there. It was an easy matter for my husband to set the cart together and very kind of you to take it apart so that it could be shipped by mail." It had taken interested effort on the part of the correspondent to find a cart that could be "knocked down" and shipped by parcel post, but wasn't it worth while?

Another example of service plus that is pleasing to recall has to do with a foreign missionary on furlough in the States. He ordered a monument which it was his desire to set over his wife's grave before returning to the conversion of the heathen. A relentless fate pursued that order; on his way to India's coral strand the reverend gentleman expressed the righteous wrath he felt because he had not received the monument before his departure, and he expressed it in a way that would slightly shock the orthodox supporter of foreign missions.

In reply he was told: first, that the monument had been set up a few weeks after his departure; then, that Uncle Sam had found it essential to take many quarrymen from their tasks of honoring the dead in order that they might defend the living; it was explained that a priority of war needs had delayed transportation; but that, realizing his very natural disappointment, a letter had been written to the Missionary Board for the address of the pastor in the village nearest the cemetery; that

SOME advertisers still calculate reader-interest and waste circulation by the measure of newspapers and general magazines.

They overlook the fact that there is a publication—a super-catalogue containing nothing but advertising, so interesting that women *pay* for it.

As a guide to further purchases in dry goods and department stores—that is the sole reason why 600,000 Butterick Quarterlies are *bought* each season.

In addition, an uncharged for *consulting circulation* in the stores is estimated by merchants at 7,500,000.

A Good Newspaper Cannot Be Produced Cheaply

An Expensive Newspaper Cannot Be Sold at a Low Price

Seattle Newspapers Are Sold at the Following Rates:

	Sunday	Daily	Month	Year	Rate
THE TIMES	**$.10**	**$.05**	**$1.50**	**$18.00**	**Net**
The Post-Intelligencer	.10	.03	.90	10.00	Subject to Discount
The Star	—	.02	.50	5.00	Subject to Discount

OFFICIAL CIRCULATION FIGURES

City of Seattle:		*Total Circulation:*	
SUNDAY TIMES	60,851	SUNDAY TIMES	91,258
Sunday Post-Intelligencer	34,632	DAILY TIMES	57,738
DAILY TIMES	47,378	Sunday Post-Intelligencer	65,549
Daily Post-Intelligencer	32,608	Daily Post-Intelligencer	50,795
Daily Star	38,116	Daily Star (No Sunday Issue)	58,586

These Figures From Audit Bureau of Circulations Report for Year Ending June 30, 1920—Just Published

Eastern Representative
THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK CHICAGO DETROIT
ST. LOUIS KANSAS CITY ATLANTA

Pacific Coast Representative
R. J. BIDWELL COMPANY
SAN FRANCISCO

the pastor had followed instructions by hiring a man to set up the monument; and that he had furnished a snapshot which was enclosed. The reply to this adjustment was such a letter of gratitude as brought tears to the eyes of its readers—the contrite heart of that missionary and his gifted tongue, trained to move the souls about him, will add to our export growth until all the heathen turn to Montgomery Ward.

After all, we had done no more than serve him. We have to remember that no adjustment we can make is quite so satisfactory as an order that requires no adjustment. If omitted goods are shipped by express at our own expense instead of by freight collect, they don't arrive quite as soon as if they had not been overlooked. We hear much about capitalizing on adjustments; but service is our business, and when we capitalize on giving what is due, we're like the man who boasts of his honesty. As the newsboys warn us, we "are liable to break an arm patting ourselves on the back."

Perhaps I have unduly emphasized the *what* to write in company that is more interested in how the letter is written. If so, it's because I feel deeply that matter is the building material and manner the architect. I can sympathize with the woman who wrote: "If you'd send me what's coming to me, I wouldn't have to write nor read a letter. I pay for sugar—not letters; and all the letters you folks write in a day won't sweeten my apple butter." Scholarship will not atone for needlessly deferring a settlement, and no psychology in arrangement or grace of language will make amends for poor judgment in decision. Just to what extent are most folks annoyed by the creak of a delivery wagon so long as it delivers their goods?

It is not my intention to belittle the letter itself nor to dismiss it by saying: "An adjustment letter sells satisfaction. See Sales Letters, Page 19." We realize that no sale is made when the order is received, nor when the check is credited; the sale is made when the customer is satisfied. Selling the adjustment as a fair one and square dealing as the policy of the firm is fundamental, but sales letters do differ from adjustment letters in various ways. The sales letter begins with an attempt to arouse attention and to create interest; it takes no drum fire barrage to secure attention to an adjustment letter and no Weed chains to keep the interest from skidding. The sales letter awakens enthusiasm by short sentences; the adjustment letter soothes and conciliates by smooth sentences of greater length. A summary of points made and an appeal to action strengthen the conclusion of a sales letter; it weakens a letter of adjustment to dig up the hatchet you have just buried.

With these distinctions in mind, the adjuster plans his letter. All letters need plan to make them concise—a mental plan will do, but a beginner may well profit by a few words of outline.

Britain Protects British Copyrights

"It is useless for American publishers," says the American Chamber of Commerce in London, "to attempt to find a British market for their publications unless purged of all British or foreign copyright matter.

"A case recently arose where a firm of New York publishers wished to arrange for a certain class of book to be put on the British market. The Chamber interested a prominent British firm, which requested sample copies. On receipt of the books, however, the British firm found considerable British and foreign copyrighted matter, which although 'free' in America is protected in Britain under the domestic laws or under the Berne and Berlin conventions. Inasmuch as any firm handling such material in Britain is liable to legal proceedings for infringement of copyright the British firm could not possibly handle the books in question although their general character would have made such an arrangement highly desirable to both parties."

Gornay Agency Increases Staff

Virginia Biddle, formerly with the copy department of Franklin Simon & Co., has joined the copy staff of Gornay, Inc., New York. Herbert Gesregan, who was formerly with Frank Seaman, Inc., is now in charge of production for the Gornay agency.

Opportunities in Fields Hitherto Unadvertised

Pioneering the Advertising in a New Field Neither Expensive nor Difficult, as Shown by Martex Towels

By William L. Day

WHEN an article so tiny as a snap fastener yields several large and well-planned campaigns of national advertising, one wonders what limits may be placed to the profitable application of advertising, and if there are still fields waiting its beneficent assistance. There are such fields. And every advertising man knows that it is in the industries where paid publicity has never been given a chance to demonstrate its power that it is most difficult to secure a trial for advertising. That it has never been used is taken as evidence that it cannot be applied; while in industries that have extensively used advertising, it seems the natural thing to apply it more and more to each subdivision of the industry.

But gradually the new fields are being taken and the next decade will see still fewer lines undominated by advertising, just as the last ten years has greatly reduced the number.

One of the most recent industries to summon advertising to its aid is the Turkish towel. Up to five years ago there was not a nationally advertised article of this class, although one had made a trial and later discontinued the advertising. To most of the other manufacturers who ranked as nationally important in the line this was added evidence that advertising was not for their product. They were not keen to attempt an expensive advertising campaign when there was "so little to advertise." The first to exercise the requisite foresight to survey what might be gained by adopting a trade-mark and educating people to look for it, and to undertake the expense of a wide campaign, was W. H. & A. E. Margerison & Company, of Philadelphia. The trade name "Martex" was adopted, and, written in script, became the trade-mark, which was woven in a label and attached to one corner of the towel.

An anouncement to the retailers of the country that the firm had decided to put on the market the Martex Turkish towel did not meet with unanimous approval. There was a certain number of them who were representatives of department stores which are never outstanding in their welcome to a nationally advertised brand. Another thing about these objectors was that a considerable number were either Scotch, Irish or English by birth and education, and were appointed to their positions because of their technical knowledge of linens—which had never been extensively advertised—rather than for their familiarity with the most approved American merchandising methods.

TAKING BRANDED TOWELS RESTED WITH DEALERS

The Margerison towels were marketed direct to the retail trade. They do not, and never have, passed through the hands of the jobber to any important extent. So it was a simple matter to determine which stores did and which did not approve of the adoption of the brand and the advertising policy, and to learn some of the reasons which the important retailers advanced. The Margerison selling policy, be it said, contemplated no attempt to force down the throats of the big department stores the Martex brand. If a store expressed unwillingness to handle the towels under the trade-mark, it was cheerfully furnished unmarked towels, just as if there were no determination to put through an

Screen Sales Stories ONLY

This organization was formed, and is equipped, to produce screen sales stories *only*. It is not a department of a motion picture institution, but an individual institution organized to serve *only* the advertiser.

Every means is here employed toward the application of motion pictures to sound and recognized advertising principles.

Now, as never before, can you advertise nationally on the screen.

Our contractional relations with the various State Exhibitor Leagues absolutely *guarantees* the national showing of Baumer screen sales stories on more than 6,000 play days in 3,500 motion picture theaters throughout the United States.

Exhibitors have contracted for and are waiting for Baumer screen sales stories—*your* screen sales story. They want it as part of their regular program. They will give signed evidence that it has been shown.

Then, and only then, do you pay for service rendered.

You get what you pay for and---

You pay for it after you've had it.

Baumer Films Inc.
Screen Sales Stories
Advertises Your Product to Over 7,000,000 People
6 West 48th Street
NEW YORK



DOMESTIC ENGINEERING

FIRST CHOICE

of Leading Advertisers to Reach Plumbing and Heating Trade

IF you will compare the advertising pages of DOMESTIC ENGINEERING with other publications in the same field, you will be astonished at the number of advertisers who are using DOMESTIC ENGINEERING **exclusively.**

Make a list of our exclusive advertisers and then ask yourself why that list contains the names of some of the biggest and livest manufacturers in the field.

It proves that the manufacturers who **know** use DOMESTIC ENGINEERING **first,** for reaching the important Plumbing and Heating Trade.

DOMESTIC ENGINEERING does not attempt to reach every licensed plumber and steam fitter. But we do reach the majority of the important concerns. And we know that a dollar spent for advertising in DOMESTIC ENGINEERING gets your story to more live concerns than the same money spent in any other paper.

We have proof of this. May we show it to you?

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

407 South Dearborn St. CHICAGO

Member Audit Bureau of Circulations and Associated Business Papers, Inc.

advertising campaign for Martex.

These stores were given to understand that their decision about handling the unbranded towels would in no way affect the advertising policy of the house. It was also explained that the advertising was for a defense of the Margerison product against the price competition of much cheaper towels, and that there was no disposition on the part of the company either to cheapen its product or to lessen the retail margin in order to increase its own profits.

The real strength of this liberal policy in introducing the new brand is apparent to-day in the fact that many department stores of the first magnitude have since added a comprehensive stock of trade-marked Martex towels. This is not regarded as a victory over their original unwillingness to handle the branded article. It is a tribute to the tactfulness of the Margerison sales policy, and the wisdom of recognizing the justice of the large retailers' demand that before abandoning their time-tried policy of selling unbranded Turkish towels a real demand for the new brand be created. The soundness of the advertising policy was also demonstrated in creating the requisite demand to convince the department stores.

A much larger number of stores accepted the new brand from the first. This was in no degree due to the advertising, except as intelligent merchants had learned to have confidence in the profitableness of advertised brands.

In the beginning each advertisement contained an offer of a little book describing the method of making a combing jacket out of a Martex Towel. The jacket was made very simply. It required only a single cross-shaped cut in the centre of the towel and the binding of the cut edges with ribbon. Thousands of these booklets, were distributed direct as the result of requests received from the advertising. Thousands more were distributed by the stores. It was recognized, of course, that such requests were useful only as they showed that the advertising was attracting the attention of women and proved to the stores that some demand was being created.

Later the policy of offering patterns for making combing jackets and babies' slumber robes, etc., was discontinued and the advertising of the past few years has dwelt entirely on the economy and durability of the towels as towels.

In the entire history of this advertising there has been nothing spectacular. For many years the space was small, although of late years pages in leading women's magazines have been used. The copy has told briefly and without embellishment the facts relating to the manufacture of the towels —why "they do wear longer than the cheap Turkish towels." The illustrations have emphasized equally the beauty of the patterns. While salesmen in their work with department store buyers have constantly and faithfully upheld the advertising policy, there has never been a single attempt to force any retailer to handle the brand against his judgment; and in distinction to this willingness to defer to the retailer it is significant that of late years test attempts to ship out unbranded towels to important stores have instantly brought complaints that the trade-mark had been left off and that the towels were unsalable as a consequence.

HOTELS USE THE TRADE-MARKED ARTICLE

The Martex towel has succeeded in getting a large share of the business in towels of important hotels and hospitals—even of the United States Medical Department. The fact that such hotels as the Waldorf-Astoria, the Pennsylvania, the Commodore, in New York, Blackstone in Chicago, Bellevue-Stratford in Philadelphia, and many others buy Martex towels (and in many cases insist on having the Martex trademark attached even where special name designs are used) is in itself ample evidence of the far-reaching influence of the advertising.

The success of Martex should be of especial interest to manufacturers of products which have not yet felt the stimulating interest induced by advertising. There are some who for years have struggled against the natural tendency of the public to buy on a basis of pure price. These manufacturers could be sure of the eager support of the public if they would take their case directly to the public. In every field of manufacture there is a market for the product of outstanding excellence, and this market is responsive to national advertising. And the fact that advertising has not yet been applied to that line should be an encouragement rather than otherwise.

Seeking Through Advertising the Vote to Borrow $51,000,000

The Board of Estimate is asking the people of Baltimore to vote them the right to borrow $51,000,000. It was realized that unless a great many people, who have been hard hit by the high cost of living, were educated on the necessity of passing the city's four loans, the loans would fail. Therefore, to insure their going over, $30,000 has been appropriated from the city's treasury to advertise the loans and educate the people to the vital importance of passing them.

Ten thousand lines of space will be used in each of the newspapers. One hundred and fifty twenty-four sheet posters have been contracted for. Painted bulletins have been erected at prominent places and illuminated. Thirty thousands messages will be sent out through industrial pay envelopes; every home in Baltimore will receive four different pieces of literature; moving-picture houses will feature the loans, and on October 30th, three days before election, the campaign will end with a pageant, that will visualize to the people, in cartoon effects and otherwise, what the money is needed for and how it will be spent. The slogan throughout the campaign is: "Vote for the Four Loans and keep your taxes down. If the loans should fail your taxes will go up!"

The campaign began on October 11 and is in the hands of the Green-Lucas Company, Inc.

Joins Story, Brooks & Finley

Hugh McAtamney has joined the staff of Story, Brooks & Finley, Inc., publishers' representatives, New York, and will have charge of financial advertising for the newspapers on their list.

California Advertising Association Formed

The California Advertising Service Association has been formed with the following officers and directors:

A. Carman Smith, president; K. Leroy Hamman, vice-president; C. R. Stuart, vice-president; T. T. McCarty, secretary-treasurer; directors: Alvin Long, Dave Mathews, Theodore Watson, E. Maynard Harrison and Emil Brisacher.

The principal objects of the new association are:

To raise the standard of advertising service by increasing the efficiency of those engaged in the profession.

To promote good advertising.

To define and promote an ethical standard of advertising service and practice.

To provide an avenue for the exchange of ideas and experience to the end that a better understanding of advertising and of the adopted standards of practice may be established.

To provide an avenue for the cultivation of friendly relations between those engaged in the practice of advertising, to insure such understanding and co-operation as will permit higher excellence in advertising service.

To promote and protect the best interests of advertising.

The new organization received its impetus at the Pacific Coast Advertising Clubs' convention at Stockton, when a committee was appointed to draft a constitution and by-laws for such an organization. This committee met in San Francisco some months ago and outlined a basis for the organization which has now been formed.

Changes in Executive Staff of United Typothetae

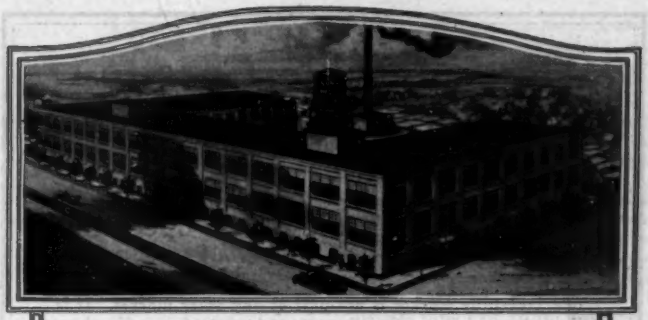
At a meeting of the executive council of the United Typothetae of America in Chicago Joseph A. Borden resigned as general secretary. The council then abolished the offices of general secretary and executive secretary, and recreated the position of secretary. This was filled by the election of Edward T. Miller, who has been executive secretary during the last year.

Chas. L. Estey also resigned as director of the department of advertising. The council took no definite action on this office, but it was filled temporarily by the selection of Noble T. Praigg as acting director. Mr. Praigg has been Mr. Estey's assistant.

Mr. Borden has made no definite plans for the future except that he will take several months' vacation. Mr. Estey will enter business for himself and will make an announcement to that effect soon.

National American Bank with Hoyt's Service

The National American Bank of New York has placed its account in the hands of Hoyt's Service, Inc.



Furniture Factories are Wholesale *Consumers*

of lumber, veneer, glue, varnish, wood filler and other finishing materials, cabinet hardware, casters. They are buyers of woodworking machinery and devices for the handling of the above materials such as varnish sprayers and rubbers, dry kilns, factory trucks, transmission machinery, electric motors, dust-collecting systems, varnish dry-rooms. These are all included in the usual furniture factory equipment. Among manufacturers of upholstered furniture, too, moss, hair, springs and covering materials are bought in large quantities.

The illustration above is typical of the modern furniture plant. It is the factory of the Colonial Manufacturing Company located in Zeeland, Michigan. On another page of this issue of PRINTERS' INK is the story of this company's product—hall clocks—those big, fine ones in Colonial and period designs which you have seen and admired in the furniture and department stores. Following the establishment of fine distribution in clocks a line of living-room furniture has been developed and additions to their factory have been made in a way which is characteristic of the furniture industry.

Though there are many furniture papers there is one and one only exclusively for the furniture factory. It is The Furniture Manufacturer and Artisan, which reaches a majority of all the furniture factory executives in the United States and the factory superintendents and foremen also in many factories. Through The Furniture Manufacturer and Artisan you can advertise effectively to the purchasing branch of the furniture industry at very reasonable cost.

PERIODICAL PUBLISHING CO., Grand Rapids, Michigan

VICTOR B. BAER CO., 47 West 42nd St., New York City.	EDWARD R. FORD, 53 W. Jackson Blvd., Chicago, Ill.	SAM LEAVICK, 510 Union Trust Bldg., Cincinnati, Ohio.

The FURNITURE MANUFACTURER and ARTISAN

Only Paper Published Exclusively for Furniture Manufacturers

The Janesville Gazette Co-operates With National Advertisers

It Gives the Kind of Co-operation Advertisers Want and Need

The Janesville market is not part of any other market. It is decidedly and distinctly separate and apart from all others and can be reached and sold only through its own advertising channels.

To the end of best serving advertisers who are seeking to extend their distribution or endeavoring to obtain the good will of the retail merchant The Janesville Gazette maintains a service department which has won excellent commendation from many advertisers for the high type of co-operative work it is doing.

The Gazette Service Department co-operates with National advertisers in obtaining distribution, window displays, demonstrations, gathering data on local trade conditions, etc.

Quotations - - - -

from some of the largest advertisers and advertising agencies in the country:

"Please accept our thanks for your co-operation in connection with —— advertising and sales. We shall not fail to inform our client of it. He will appreciate it equally with us."

"It was very kind indeed of you to supply us with the information relative to the activity of the General Motors Corporation at Janesville. This is just the data we wanted and we will file it for ready reference. This is indicative of your splendid enterprise."

"In appreciative acknowledgment of your recent communication, advising us that you called the special attention of the grocers to our advertising campaign in the 'Gazette.' This is the kind of co-operation that counts. Kindly accept our thanks."

"We believe that your action in furnishing to the list of druggists in your city a list of the articles advertised, giving the days of insertion, will result in some good."

"This is a new thing in the way of co-operation, and if you are able to find out from this list of drug companies whether or not it works, we would like very much to know about it."

"We thank you for the information contained in your letter of the 22nd, which shows the work that you are doing with the dealers of your city."

"We believe that everything of this sort helps not only the advertisers and the dealer, but the publisher as well, because additional service of this sort is bound to bring additional advertisers to your columns."

"We wish to thank you for your co-operation in securing the Company to connect their advertising with the —— copy. Such a plan is, of course, much more advantageous to the advertiser as well as the dealer, as both receive most gratifying results from their advertising."

"We hope this co-operation will prove mutually beneficial."

JANESVILLE DAILY GAZETTE

JANESVILLE, WISCONSIN

M. C. WATSON,
Eastern Representative,
286 Fifth Ave., New York City.

A. W. ALLEN,
Western Representative,
1336 Peoples Gas Bldg., Chicago, Ill.

What Kind of a Sales Tax Shall We Have?

The Many Difficulties in Collecting a Sales Tax Demand That Careful Analysis Be Made—Gross Turnover Tax Favored as Most Practical

By Hugh Satterlee

Formerly Legal Adviser, U. S. Collector of Internal Revenue

THE four types of sales taxes now chiefly advocated are (1) the addition to the present list of taxes on further specific articles; (2) a general tax on sales by the manufacturer; (3) a general tax on sales to the consumer, and (4) a tax on all sales or a general turnover tax. In a consideration of the relative advantages and disadvantages of these forms of taxes a review of the past experience of the Internal Revenue Bureau may be helpful.

At the present time the Internal Revenue Bureau is administering sales taxes on (a) sales of property; (b) sales of the use of property; (c) sales of choses in action; and (d) sales of services. Illustrations of taxes on sales of property are the taxes on automobiles, musical instruments, soft beverages, tobacco, jewelry, toilet and medicinal articles, and the so-called luxury taxes. Illustrations of taxes on sales of the use of property are the taxes on motion-picture films, Pullman-car accommodations, leased wires and admissions. Illustrations of taxes on sales of choses in action are the taxes on the issue and transfer of stock, on bonds of indemnity and indebtedness, time drafts and promissory notes, and various kinds of insurance. Illustrations of taxes on sales of services are the taxes on transportation, whether by freight, express, pipe-line or of passengers, on telegraph and telephone messages and on parcel-post packages.

The serious objections to separate taxes on specific articles, aside from the obvious inequalities, and to the manufacturers' or the consumers' tax, arise from the difficulty of identifying the article and the manufacturer or consumer. Experience has shown, for example, that it is almost impossible to tell when an automobile is and is not an automobile, and who is the manufacturer or the ultimate purchaser of it. A gross sales or general turnover tax has the initial advantage of practically eliminating this difficulty, because all articles and all sales would be taxed.

A gross turnover tax has its special objections, which must be carefully considered before a decision is made in its favor, and certainly should be impartially studied with a view to minimizing them, if possible, before a decision is made against the tax. Reverting to the foregoing classification of the kinds of sales taxed, it would appear that a general turnover tax could and should properly apply to all sales of physical property; to all sales of the use of property; and to all sales of services, including sales of one's own as well as others' services. Sales of choses in action, however, present very difficult problems, which can only be indicated. The issue of instruments of indebtedness, such as bonds and notes, should probably not be considered real sales. The same is also perhaps true of issues of stock. The sales of stocks and securities upon stock exchanges and otherwise, of notes and bills of exchange by banks and others, and of produce and cotton for future delivery, are true sales, but to tax them uniformly with sales of physical property would seem to be out of the question. On the other hand, policies of insurance should be subject to the uniform tax.

A gross turnover tax would unquestionably produce an enormous amount of revenue at a very low rate. Its advocates say that a rate of one per cent would not be seriously felt, even though the tax were imposed on several successive sales of the same article. It

Portion of an address before Broadway Association, New York.

so happens that the only taxes on sales of physical property now administered by the Internal Revenue Bureau which attach to practically all sales, whether initial, intermediate or final, are the tax on sales of works of art and the stamp tax on conveyances of real property. The ten per cent tax on works of art is felt to be unjust, while the one-tenth of one per cent stamp tax on real estate is cheerfully borne. A one per cent tax on sales of either commodity might very well provoke little opposition.

Technical Publicity Association Opens Season

THE Technical Publicity Association opened its winter season with a dinner and discussion at the Machinery Club, New York, October 14. H. J. Downes, the president, presided. W. A. Wolff, first vice-president, acted as toastmaster and introduced the following speakers: Francis H. Sisson, vice-president, Guaranty Trust Co.; Charles F. Lang, president, Lakewood Engineering Co., and William R. Wilson, vice-president, Irving National Bank.

The subject of the evening was the bankers' attitude toward advertising. Mr. Sisson's speech will be found in part in another place in this issue. Mr. Wilson also stated that progressive bankers now favored advertising and found it successful in extending their work. While in everyday transactions a banker was not deeply interested in the question of whether or not his customer advertised, it became a very important matter where a business found itself on the edge of a precipice. In such cases if a valuable good-will had been brought into existence by advertising, the bank would frequently undertake the reconstruction of the concern simply because of the good-will.

Asked whether the Irving National Bank charged its own advertising expense to cost or credited it to assets as good-will, Mr. Wilson said his bank had not gone deeply into that point up to the present, and charged its advertising to the cost of obtaining new business. Personally, he thought it ought to be credited to good-will.

Neal Asked to Head Associated Clubs' Programme Committee

Jesse H. Neal, executive secretary of The Associated Business Papers, Inc., has been publicly urged by Rowe Stewart, president of the Associated Advertising Clubs of the World, to accept the chairmanship of the convention programme committee, of the Associated Clubs. Mr. Neal was chairman of the programme committee of the last convention, held in Indianapolis.

Missouri May Take to Advertising

An advertising campaign that would set forth the merits and advantages of Missouri is being considered. Governor Gardner, of that State, in his message to the legislature in its closing session recommended that such a campaign be undertaken, and that the legislature set aside an appropriation of $200,000 for this purpose. No official action has yet been taken.

New Accounts with McKim Agency

The Duro Aluminium Ware advertising of W. D. Shambrook & Co. is to be placed in a list of daily newspapers through the Hamilton, Ontario, office of A. McKim, Limited.

This agency is also handling the account of the Roman Meal Co., manufacturer of "Roman Meal" breakfast food.

J. Gordon Fisher Joins Charles A. Hirschberg

J. Gordon Fisher, who was formerly with the service department of the Iron Age Publishing Company, New York, has joined Charles Austin Hirschberg, Inc., New York, as account executive.

C. R. Bishop at Seattle for Baranger Company

C. R. Bishop, of the San Francisco office of the W. R. Baranger Company, publishers' representatives, is now in charge of the Seattle office of this company.

M. E. Adamson with Detroit "Times"

M. E. Adamson, for eight years past, business manager of the Winnipeg *Tribune*, has been appointed business manager of the Detroit *Times*.



St. Louis Now Has Coke *for* Blast Furnaces

THE invention of a process for coking Illinois coal has solved the most important problem in the operation of blast furnaces in St. Louis. More blast furnaces now are needed to keep step with the rapid development of St. Louis as one of the country's principal steel centers.

One-twentieth of all of the coal mined in the world is mined within a radius of 100 miles of St. Louis. This coal can now be coked for blast furnace use. A battery of 40 coke ovens now in operation, and a new $8,000,000 plant with 80 ovens using the new process nearing completion, will furnish plentiful coke and gas so essential for blast furnaces and iron treatment. Mississippi River transportation brings ore economically from the vast deposits of the Northwest.

St. Louis is destined to soon become the steel center of the Middle West. It now is the greatest open-hearth steel casting center in the United States. It is one of the principal scrap iron markets of the country. Forty-one per cent of the population of the United States is in the Middle West, Southwest and South, and affords a prolific market for steel. The Mississippi River and 26 railroads furnish economical transportation for raw materials and the distribution of steel products.

The booklet "St. Louis as a Manufacturing Center" will interest you. A letter will bring it if addressed to

Director New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.



Multiply *Your* Sales Power!

Capitalize *your* sales-making energy—multiply the ability of your *men*—revitalize their enthusiasm.

You've got to save their time. That means doing the educational work for them. Getting inquiries—*more live leads*—building confidence and good-will—creating desire.

Dramatized catalogs, booklets, folders and letters *multiply* the ability of your salesmen because they *do* accomplish these preliminary steps that lead to sales, by making the *impression that stimulates desire—gets action.*

Bert L. White Company

Originators and Producers of
"Dramatized Sales Helps"
(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue
Chicago, Illinois

Two Thousand Women Tell Why They Want Washing Machines

Effective Sales Campaign Started by Getting the Women to Sell Themselves and Give Their Reasons

By Burchard Yale

EFFECTIVE copy may be "evolved from one's inner consciousness," to use a favored expression of a nation of near friends, but it is much safer, before launching an expensive campaign, to get the reaction of the consumer.

Did you ever try to analyze definitely and minutely why you made some purchase? And then write down those reasons for buying and how you happened to choose the particular article? It is quite a severe test of one's candor, even with one's self, and requires far more analysis than would seem necessary. It is also interesting to cross-examine one's self and find out just why some acquisitions would afford so much pleasurable satisfaction. Take the new fall overcoat which the wife says is needed. The old one has been worn two winters and the *need* is evident. Usually that is all there is to it. But of just what does that need consist? The old coat has no holes in it. It still affords shelter from storm and frost. Is not that the purpose of a topcoat? Why, then, the need?

Perhaps men of your class do not wear overcoats more than one winter, or possibly two winters—and "one should be as well dressed as one's associates!" Again, why? Will one's business be injured, or is one's credit liable to suffer because one's overcoat is a mite faded? Does admiration of one's overcoat bring business? And does one's credit improve with the money one spends—or what one saves? But long before that point has been reached the average man has bought the overcoat because he knows it is the thing to do. The one writing the reasoned-out "reason-why" kind of copy to sell overcoats may well despair and change the "angle."

The introspective method generally fails to "get anywhere." But the composite picture made up from interviews with a large number gives a substantial working basis. If each one of a hundred men should give the distracted copy writer two or three reasons each why he was going to have a new overcoat the copy man would have more selling material than after a month's introspective cogitation.

WOMEN'S INGENUITY TO SELL THEMSELVES

The Idaho Power Company recently used that method to learn why women want power washing machines. It had previously put on a campaign for another brand and had enjoyed a fair degree of success in selling that machine on its ideas of why women want such an article. But when the second sales campaign began for a different brand it was thought necessary to get a new line of selling talk, and the advertising man decided that the women themselves could tell better than anyone else why they wanted such an appliance. So a contest was arranged in which a washing machine was given as a prize to the woman who gave the best reason in seventy-five words, or less, why she wanted a power washer.

The sales force were justly enthusiastic over the plan, for instead of their having to show a woman why she needed a machine the contest would start each one who read about it to thinking of just how helpful such an addition to her kitchen equipment would be. And even if she did not overcome the inertia and write it all down, she was pretty sure to convince herself that the need existed, which was virtually selling herself. Then the rules of the con-

test required that each contestant bring her contribution to an office of the company, where she deposited it in the cylinder of the machine. While there she also saw the machine in operation.

The contest was widely advertised, and as a result 2,000 women took part, writing the reasons why they should have a power washing machine and personally taking their manuscripts to the place where the machines were on exhibition. It proved a valuable list of prospects, each having given a condensed sales talk which would appeal to her. And many of these reasons came as a rude shock to the seemingly well-formed opinions held in the advertising and sales offices.

Most letters embodied several reasons for wanting the machine, which, being tabulated and arranged according to the prominence given each, gave the following results:

I. Thirty per cent wanted a washer because it saved *time*.
   1. For other household duties while the machine did the washing.
   2. That they might be better mothers to their children and companions to their husbands.
   3. For recreation of all kinds from playing the piano to going to the "movies."
   4. For rest.
   5. For political and social activities.

II. Twenty-five per cent wanted a washer because it saves *strength*. The divisions were approximately the same as given above. Many combined *time* and *strength* arguments in one sentence.

III. Fourteen per cent wanted a washing machine because it saves *health*.
   1. Drudgery and getting overtired were eliminated.
   2. Wet feet.
   3. Standing over a steaming tub and going out into the cold to hang up the clothes.

IV. Twelve per cent wanted a washer because it would preserve their *youth* and *beauty*.
The divisions were nearly the same as given under "health," but emphasis was placed on the saving of their hands. Their temper and dispositions were also stressed.

V. Eight per cent wanted a washer because it was more economical.
   1. Because it saved clothes. The destructiveness of rubbing was emphasized.
   2. Washing could be done oftener, so fewer clothes were required.
   3. Weekly laundry bills.

VI. Seven per cent wanted a washer because it was more *sanitary*.
   1. Clothes were washed more thoroughly.
   2. Not mixed with other clothes at laundries.

VII. Three per cent wanted a washing machine because it meant more *happiness*.
   1. Wash day troubles were avoided.
   2. A warm lunch for the children and hubby's dinner were on time.
   3. A general combination of all time and strength saving arguments.

It has been the opinion of the writer that the word "drudgery," when applied to housework, was distasteful to women, but this was disproved by the letters received, for this word was used freely by a large majority. Many women compared the necessity for washing machines with time- and labor-saving appliances used by men on farms and in offices.

Immediately after the winner was announced in the newspapers, a letter was sent to each woman who had taken part in the contest, thanking her for her interest and explaining that each letter was subjected to a long and careful consideration before the judges reached their decision.

Also an intensive advertising campaign for the machine was started immediately at the close of the contest. The final result was a volume of sales which passed the generous figure that had been set by the sales manager of the power company.

Competition for Kodak Company Employees

Only employees of the Eastman Kodak Company are eligible to compete in an amateur photographic contest which the company is now conducting. Four prizes aggregating $100 are to be awarded. The contest will cover three months and is the second quarterly competition of the sort to be held this year.

The negatives of the prize-winning prints will be the property of the company and reproductions may be used for advertising purposes.

Walter S. Wren with Chicago "Herald and Examiner"

Walter S. Wren has been appointed consulting and directing typographer of the advertising department of the Chicago *Herald and Examiner*.

Is Your Advertising *Yours*

By WILBUR D. NESBIT, *1st Vice-President*, WM. H. RANKIN *Company*

You have a personality. Your company has a personality.

People who buy your goods gradually come to picture that personality when they see your products.

Is your advertising putting the personality of your institution into the minds of the people?

Is your advertising so good that, even if your name were taken out of it, it would still advertise you and your goods?

Is your advertising the kind that will not fit any other concern than yours?

Is your advertising *yours?* Or is it just so many words, interesting enough, grammatical enough, sensible enough—but just so many words that anybody else in your line could use just as profitably? Look at the Goodrich advertising. Or the Marshall Field & Company advertising. Or the Wilson advertising. Or the Hartmann Trunk advertising. Or the Haynes, Monroe Clothes, The Pelman Institute of America, the Grinnell Glove, the Starr Piano, Apex Washing Machine, the Cheney Phonograph—look at the advertising of any of our customers.

There isn't a line or a slogan, or a paragraph, or a picture in any of their advertisements that doesn't belong there, and there alone.

It is each customer's own advertisement. It is the customer in print. Everybody here works on the principle that the individuality, the personality, of the customer must be expressed in his advertising.

When you become a customer of ours you will appreciate what one of our customers meant when he said:

"I am greatly impressed by the fact that the executives of the Rankin organization give their personal attention to my advertising, and take a personal interest in it."

We have no solicitors. If you should invite us to discuss your advertising problems with you, you would meet the men who would work on your account. Such a discussion will not place you under any obligations.

Wm. H. Rankin Company

WILLIAM H. RANKIN, *President*
WILBUR D. NESBIT, *1st Vice-President* ROBT. E. RINEHART, *2nd Vice-President*
H. A. GROTH, *Treasurer* MYRON C. PERLEY, *Secretary*
Associated with CHAS. F. HIGHAM, *Ltd., London, England*
50 Madison Avenue, New York 104 South Michigan Avenue, Chicago
WASHINGTON . LOS ANGELES . SAN FRANCISCO
Established 1899



OUR agriculture is on the eve of the greatest development it has ever seen.

It is one of the most serious problems that confronts our nation today.

We are specialists in advertising and selling to the agricultural market.

We can tell you some mighty interesting things about it. We said interesting.

CAMPBELL-EWALD COMPANY

Advertising

CHICAGO DETROIT NEW YORK

Business Getting Back to Solid Earth

Some of the Opportunities Readjustment Makes

By Francis H. Sisson

Vice-President of the Guaranty Trust Company of New York.

DURING the last few weeks there have been widespread and material reductions in commodity prices. The American Woolen Company has announced a reduction of from 15 to 25 per cent in the prices of its products; cotton staples, such as sheetings, etc., have been cut 20 per cent; ready-to-wear clothing has come down nearly 25 per cent; silks have declined in price between 35 and 50 per cent; shoes have come down 25 per cent; furniture, a like amount; the retail prices of lumber have fallen 30 per cent; ten automobile companies, producing medium-priced cars and trucks, have cut their prices $125 to $500; the two largest mail-order houses in the country have reduced their prices from 10 to 20 per cent.

Approximately 250 articles of food, clothing and manufactured commodities now have been forced into the retail and wholesale price-cutting movement.

The present decisive movement toward economic readjustment has drawn attention more sharply to the statistics of failures, which unmistakably reflect the changed conditions in business. While allowance for the fact that last year's mortality was abnormally small somewhat qualifies the comparison, yet commercial reverses in the first nine months of 1920 were 10.9 per cent larger in number and 87.3 per cent greater in total of liabilities than those of the corresponding period in 1919, and during recent months the increase has been especially rapid.

* * *

It would be well for our business interests to consider the trend of our foreign trade, for there is a close and vital relationship between the state of that trade and domestic prosperity. As a result of the world shortage of all necessaries of life and the expansion of industry here to help meet the insatiable demands of the universe for practically all kinds of products, we are more dependent than ever before upon our overseas commerce.

It is highly significant that the value of our exports for the eight months' period ended with August should amount to only three and a fraction per cent more than the exports for the corresponding period of 1919, whereas imports increased in value 76 per cent. The excess of our exports over our imports for the first eight months of this year was less than half of that for the corresponding period of last year.

While the decrease in our enormously favorable trade balance is altogether wholesome, in that, to a large extent, it measures the recovery of industries in Europe and is evidence that we are increasingly receiving payment for goods in goods rather than in credit—which is gradually but materially affecting the trend of prices in this country—it also serves to call attention to the vital fact that the time is approaching when America will be confronted with a contracted European market. When that happens there may be serious consequences, if in the meantime other markets for American products are not found. It may be well to recall that the failure of the export market of England to hold up to expectations was one of the prime reasons for the economic depression that occurred in England after the Napoleonic wars. And the best way for us to create new markets is to finance new

Portion of an address before the Technical Publicity Association, New York, October 14.

enterprises and construction work in Latin America, China and elsewhere. Trade follows investment, as England has demonstrated—to her huge profit.

The present situation, in fact, urgently calls for positive action on our part in the use of large amounts of capital resources abroad. We must recognize that, except during periods like that of the World War, there is little that is accidental in the successful development of export trade. Markets become richer when stimulated by capital investment. New railroads open undeveloped areas, population is attracted, towns are established, the needs of civilization arise, and those manufacturing countries which are ready to supply these new demands will prosper through such changes.

There is another important element to consider. Within a few years we have acquired a very large merchant fleet. We must keep it profitably employed. The terms of the Shipping Bill recently passed by Congress commit us definitely to an aggressive policy in the use of this new fleet. And it is a source of gratification to note that American ships to-day carry 60 per cent of our ocean-borne foreign trade. The significance of this lies in the fact that for sixty years a large proportion of the profits of American industries has gone overseas in the form of ocean freight rates, marine insurance premiums and banking commissions. The toll has aggregated billions of dollars. In the year before the war the bill to foreign shipowners amounted to nearly four hundred million dollars, and last year, it is estimated, we paid in excess of seven hundred million dollars to enrich our competitors on the high seas.

It must be admitted, of course, that there are serious difficulties to be overcome before capital will be able to flow in the needed amounts into foreign investment. The present home demand is unprecedentedly strong. Billions are needed in the United States to supply equipment for our railroads; to make up the deficiency in building operations that the war created, and to meet other urgent domestic demands. An investment of about twenty-five billion dollars, or the approximate equivalent of the national debt of this country, it has been estimated, is necessary to rehabilitate the basic national plant, which includes the railroads, housing, factories, and public utilities in general.

The railroads have rightfully been returned to their owners, under provisions for ample Government supervision and fair treatment to the carriers as regards rates. But these favorable factors cannot immediately restore the credit of the railroads, and they cannot supply at once the freight cars, engines and terminal facilities so imperatively needed to-day. There is only one way, in fact, to overcome the serious handicaps confronting the carriers, and that is by the full co-operation of railway managers, railway employees, shippers and the public. Only thus can we obtain greater transportation service.

The war curtailed railroad growth, so that to-day there are not enough tracks and trains to carry the tonnage of the country —unless the managers and men, shippers and receivers of freight co-operate to utilize present equipment to better advantage. Heavier loading and accelerated movement of cars will produce more ton-miles. And more ton-miles are sorely needed now.

With bumper crops now being harvested and the universe still demanding our products in quantities such as no country has ever before been asked to supply, we face a prosperous period during the next few years, at least. But let us be careful not to destroy that splendid prospect by industrial or class strife. This is a time for constructive readjustments of industrial differences on a basis of national welfare and national policy. Ours is the golden opportunity. Let us get together, then, and fully realize its possibilities; and we can do that only by getting together and staying together.



TOWN & COUNTRY'S CHRISTMAS ISSUE

Its brilliant group of color pages with its superb literary features, illustrated in sepia and black and white, insure a holiday number of richness and interest.

No single issue of Town & Country offers a finer background for Quality Advertising than the XMAS ISSUE DATED DEC. 10, which will be read and re-read in the club and in the home.

ADVERTISING FORMS CLOSE NOV. 10

TOWN & COUNTRY

New York: 8 West 40th Street

Chicago: Westminster Bldg.
Boston: Little Bldg.
London: 22 Maddox Street
Paris: 60 Rue Caumartin

Purveyors of Cheer



The Flickinger Stores, Incorporated, comprise an organization of grocery stores in Western New York, nearing the two hundred mark in number.

The Flickinger Stores preserve in their service and publicity the good old-fashioned neighborhood-grocery spirit where kindliness and cheer are abundant.

Mr. S. M. Flickinger, president, said to me recently:

> "Your advertising copy expresses exactly what we desire to impress on the public mind—the fact that the Flickinger sign symbols all of the economies of the new way and the pleasant atmosphere of the old."

Proofs of the Flickinger advertisements will be sent to interested advertisers and agencies.

JAMES WALLEN

Persuasive

Advertising Copy

STUDY: EAST AURORA · N·Y

Charts as the Picture Theme

They May Seem Somewhat Dull and Uninteresting to the Average Person but in Some Lines Their Appeal Is of the Most Convincing Sort

By a Commercial Art Manager

SOME lines of business can't get along without a chart, a diagrammatic picture of the day's work, the floor-plan of action.

Others do not permit of them and the very temperament of the men employed prohibit their use.

Science, however, by slow degrees, has wormed its way into the factory and the counting room and particularly into production departments, where people must know what they are doing.

There is something exceedingly active and conclusive about a chart. You may not be in sympathy with the system it represents but you know that it represents uncontrovertible evidence. You can't talk back to a well-kept business chart. It is unimpeachable.

It is this knowledge, and the respect in which business men hold all system schedules, that prompts the advertiser to introduce them in his campaigns when he can do so justifiably. He knows that men who have the best interests of their institutions at heart will examine those charts, study them, analyze them in detail.

As advertising illustrations, they are often far more convincing than mere "human interest" pictures, for they tell a conclusive story. They really mean something.

A national advertiser once said that two ideas in advertising always achieved maximum attention—hand-written captions and charts. They seem to be giving away state secrets. They let the reader in on something that is not common property.

We are finding more and more business charts in modern advertising, because more and more is system beginning to play a vital part in our great—and small—industries. Such firms as L. V. Estes, Incorporated, have been brought to prominence through the desire on the part of business men to reduce their daily affairs to something like shipshape order.

CHART FITS IN HERE

Estes Service, advertising liberally, emphasizes in one entire campaign a book that is one great chart, visualizing the human relations in industry. This concern wants the new charts hung on the walls of every institution and will send them on request. It is a diagrammatic analysis of the important factors of industry. Yet this chart is nothing more than a picture of human relations in business, done in terms that are simple and understandable.

In describing the chart, the Estes people explain: "The complexity of the present industrial situation demands clarification. Few men, whether employees or employers, can answer truly the various questions presented by this problem. Capital and Labor are each working for a solution—separately. Each is unable to see, through the mists of misunderstanding, the sincere efforts of the other. Most of those who have come forward with seeming solutions have failed to base their attempts at solution on a thorough analysis of the factors involved."

Whereupon the whole story is reduced to simple chart form. Every employee can grasp it in a few moments of even superficial inspection.

There are industrial engineers who, after an inspection and study of a plant, can tell just why things are going wrong, what is happening and what must happen in the end. And it is all done with simple diagrams.

You can prove your point with a chart.

The Ross Gear & Tool Com-

pany has employed charts with telling effect.

One entire page exploited a diagram with a hand pointing out certain results secured under certain circumstances. This chart went to show, beyond question, that 150 motor-truck manufacturers out of a total of approximately 230 now use the gears advertised. The line of the chart marked out the progress that was being made.

A campaign for Byers Pipe used charts most convincingly. Investigation was made of piping conditions in factories, and these reports done into charts. In the Colonial Annex, Pittsburgh, twelve pipes were diagramed and lines drawn to show the percentage of loss by corrosion and general condition of vent outlets. It is, of course, an argument in favor of iron piping, and the chart proves that there is much less loss by corrosion when Byers Pipe is used. It is most conclusive and convincing picture testimony, with fact and truth written all over it.

During the reconstruction period, The American Sugar Refining Company devoted page space to a chart advertisement, which clearly demonstrated what was happening in the refining of sugar, and what had happened over a period of many years. This chart was a strong argument for the company and presented evidence that could not be questioned for a moment.

A campaign that has attracted very general attention because of the diagrammatic information it contains has been running for two years now in behalf of the Goodyear Tire and Rubber Company for the concern's belting, packing and hose.

The only illustration used in each advertisement is a large blue print, in color, upon which is drawn out, technically, some one specific installation. This is the sort of copy that people cut out and save.

An executive once said, after examining a chart that one of his department heads had evolved, "Now all I need is another chart to explain what in thunder this chart means."

Prejudice against system and methods of establishing it have about disappeared, however, and the chart is no longer the despised thing it once was. Haphazard business procedure spells disintegration in these times of intensive application and competition.

If you want to interest a real business man in your proposition, show him, via the chart, what your product will do, what it has done for others, and how much it will save. You can do it far easier with a diagram than with words, or "human interest" illustrations of the somewhat more sensational character.

Cleveland Rubber Account with Brotherton-Knoble

The advertising account of the Cleveland Rubber Corporation, manufacturers of "Cleveland Cords" and "Cleveland Red Tubes" for passenger cars, is now being handled by the Cleveland office of the Brotherton-Knoble Company, Detroit.

J. C. Sims Joins Foley Agency

John Clark Sims, recently with Henry Tetlow Co., toilet supplies, and before that in charge of advertising for the Philadelphia Trust Company, has joined the Richard A. Foley Advertising Agency, Inc., of Philadelphia.

Johnston-Ayres Agency Has "Crown" Shirt Account

Greenebaum, Weil & Michels, San Francisco, manufacturers of "Crown" shirts, are using advertising space in Western newspapers. The account is being handled by the Johnston-Ayres Company, Inc.

J. W. Silley with Price Food Products

James W. Silley, recently sales manager of the Purity Oats Company, Keokuk, Ia., has become vice-president and general manager of the Price Food Products Corporation, Minneapolis, Minn.

E. J. Brown Join Burleigh Withers Co.

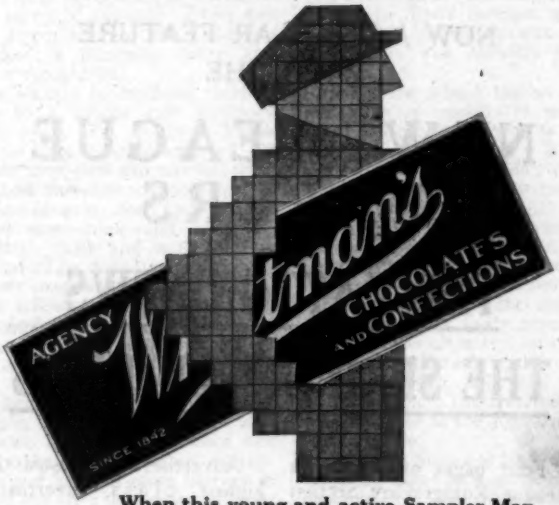
Elmore J. Brown is now associated with the Burleigh Withers Company, Chicago advertising illustrators. Previous to this, Mr. Brown had been doing free lance.

Another "SAMPLER" of the Merit of

"ING-RICH"

Porcelain Enameled Iron

SIGNS



When this young and active Sampler Man
Is feeble, old and gray
The Sign you spy will still defy
The Demons of Decay
For Whitman's "up" on "good things"
In his own and other lines
That's why he marks his agencies
With wear-proof "Ing-Rich" Signs.

Consult us about your signs—No obligation.

INGRAM RICHARDSON
MANUFACTURING COMPANY
College Hill Beaver Falls, Pa.

EIGHT PAGE
ROTOGRAVURE SECTION

NOW A REGULAR FEATURE
WITH THE

NEWS LEAGUE PAPERS

THE DAYTON NEWS

THE SPRINGFIELD NEWS

Four pages of the News League Rotogravure Section are devoted to News Features of national interest—two pages are filled with pictorial events of the great Miami Valley and two pages are reserved for advertising.

Advertisers interested in highest class advertising should become acquainted with the News League Rotogravure Section—copies will be mailed upon request, accompanied with rates and information of the field covered.

Over 90% of the Homes in the buying community of Southwestern Ohio are covered by the

NEWS LEAGUE PAPERS

JOHN GLASS
Peoples Gas Building
Chicago

I. A. KLEIN
Metropolitan Tower
New York

Getting Advertising Messages Over to Children

An Idea May Be Found in the Success of Cho-Cho, the Clown

By Edward T. Tandy

GETTING an advertising message across to children is sometimes found anything but the simple task it may seem to those who have never tried it. What is the secret of success? Every day the importance of the children's market is becoming more and more recognized.

Is success in reaching children due to a special gift possessed only by a few, or to a knack almost anyone could acquire? In either case, how can one tell what method interests children most?

To interest the child mind, must one think and write as children think and write? How is that to be done? a serious copy writer may well ask.

In talking to children, must one get down to the supposed limitations of the child mind, or should one soar, as all children assuredly do, into the limitless realm of imagination? Must one use simple, direct statements in monosyllabic language, or should one adopt the indirect method of fantasy and be even more literary in form and style than when addressing grown-ups?

Some hint as to at least one part of the secret of success in getting a difficult message across to children may be found in the plan adopted by the members of the Child Health Organization of America. They are using the method of fantasy. They get at the children's imagination, and do so by building their message into a game in which the serious health talk is conveyed under the form of real fun.

To do this they employ an old clown who calls himself Cho-Cho. But Cho-Cho's method can be used on paper. It is said that the results obtained among grown-ups—who think they are only laughing with the children and do not notice that they too are being taught the health lesson—are as noteworthy as among the youngsters themselves. This makes the Cho-Cho way all the more worthy of study. Brief mention of the clown and his doings was made in *Printers' Ink Monthly* a few months ago.

For years school teachers and well-meaning workers in welfare societies have been trying to teach children—and parents—a few simple but definite golden rules on how to dodge the doctor and the dentist. It has usually proved a terribly dull half-hour, and the effects have generally not outlived the next ball game or make-believe of keeping house for baby.

Cho-Cho converts the distasteful lesson into a lively game. In forty minutes of merry, noisy fun, he has toothbrush, bath, vegetables, porridge, milk and fruit, all in motion. The children roar with laughter at the joyous antics of the clown.

But every little word and movement in Cho-Cho's game has a meaning of its own—and the children get it. With all their laughter, the youngsters are strongly impressed—so are the parents. The lesson is literally taken home.

So deeply does Cho-Cho implant belief in him and his be-healthy-and-strong message, the children place him beside Santa Claus and send letters to him as they do to the patron of Christmas. Here are samples of how they write:

"My dear Cho-Cho, What else can I do to get strong quick? I am doing all you told me."

"Dear Mr. Cho-Cho, Please write and tell my mother you say I ought to drink four glasses of water a day as well as milk and eat whole wheat bread and a lot

of fruit every day. She didn't hear you and I am very fond of fruit."

"Cho-Cho dear, My new puppy dog won't let me clean his teeth, or bath him neither hot or cold or middling. What would you do to him? I want him to grow strong and beautiful."

One child, asked in school to give the names of the three greatest Americans, replied, "George Washington, Abraham Lincoln and Cho-Cho; the first made us free, the second made us united, and the third makes us healthy."

The Child Health Organization is a national body with its office in New York. It is composed of a few wealthy enthusiastic men and women who have at heart the welfare of children and through them the nation. Among them are Mrs. Frank A. Vanderlip, Mrs. V. Everit Macy and Mrs. Franklin K. Lane. The chairman of the executive committee is Dr. Luther Emmett Holt, noted author and specialist on child health.

Cho-Cho is a real old circus clown and has been working for the Child Health Organization rather more than a year, playing his health game and demonstrating the right ways to eat, sleep, bathe, play, drink and brush the teeth. Inquiry has proved that children initiated into this great game of health a year ago are still playing it—and so are their parents.

This success has brought Cho-Cho many engagements to give his frolic-talk to welfare clubs in mills and factories, and he is booked up six months ahead. Recently he has been helping in a "Drink More Milk" campaign in Pennsylvania and his method has produced excellent results.

That the Cho-Cho method can be translated on paper is shown by the work of the cartoonist who assists in the Child Health demonstrations. The pictures that win the children are those that depict the unexpected, the extremely comical and very rapid motion, and yet have real sense of beauty in their drawing.

Concerns appealing to youngsters, and the art directors and copy writers on their advertising, may possibly get profitable tips from Cho-Cho's plan of conveying wisdom by meaningful foolishness and eloquent antics—and may find especially useful such art work and copy as will stir the imagination and thinking power of children. Cho-Cho shows that it is liveliness that counts best with children, but it must be sensible liveliness—children are cute critics.

Edwards & Deutsch Acquire Milwaukee Plant

The Edwards & Deutsch Lithographing Company, Chicago, has acquired the Milwaukee Lithographing Company, of Milwaukee, Wis. It has also purchased the offset press equipment of the Bancroft Printing Company, which it will move to Milwaukee. Joseph Deutsch, president of the Edwards & Deutsch Company, announces that August F. John will be retained as manager of the Milwaukee plant and has become a stockholder in the company. The Milwaukee plant will be known as the Edwards & Deutsch Milwaukee Lithographing Company. Headquarters for both plants will be in Chicago.

Advertising Furniture Showrooms to Help Small Dealers

F. S. Harmon & Company, furniture manufacturers, Tacoma, Wash., are advertising showroom service in farm papers of the Pacific Northwest. The Harmon company has a selling plan calling for co-operation with several thousand furniture dealers and general merchants throughout the West. Admission to the showrooms in any of the cities where the company has branches is by introductory card only, from the dealer in the respective cities.

The advertising is being placed by the Condon Advertising Agency of Tacoma.

Woman's Club Conducts Advertising Classes

The Woman's Advertising Club of Chicago has organized two series of advertising classes, which will be under the direction of Prof. Nathaniel Waring Barnes, of the University of Chicago. The classes will be in elementary and in advanced advertising and business English.

New Officers of Arnold Joerns Agency

William H. Walker and Tom Killian have been elected vice-presidents of the Arnold Joerns Company, Chicago.



Today's Housewife's New Testing Home

This home has become an editorial necessity because of the constantly increasing importance of Today's service to its readers in analyzing, testing and reporting on foods and household equipment and devices of all kinds, and in writing and advising about home management problems generally.

This home, which is *now being built* at Cooperstown, New York (where Today's also has its own printing plant, as well as publishing, editorial and executive offices), will be lived in by Mrs. Lutes, Today's Editor, and some of her associates.

Because of it the very important work referred to will be carried on with greater effectiveness than ever, for now practical *home* tests and methods, as well as *"Laboratory"* ones can be made and worked out under ideal conditions.

This very forward and unusual step is but another indication, it seems to us, of Today's Housewife's right to claim distinction and leadership as

A SERVICE MAGAZINE

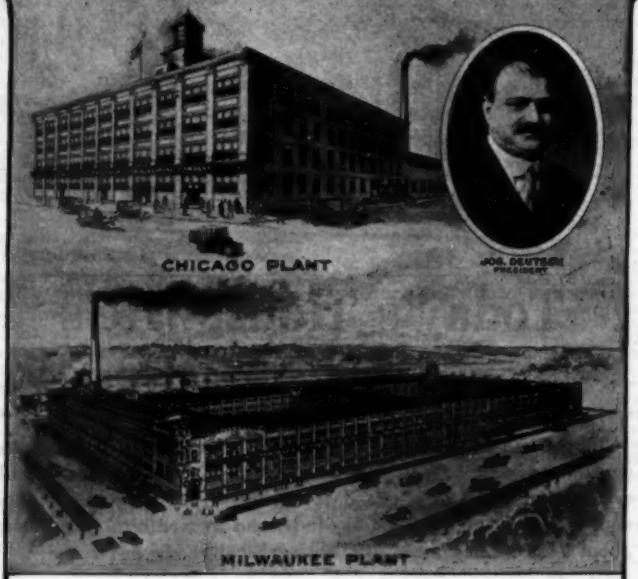
J. B. HERSHEY,
Western Adv. Manager,
Peoples Gas Bldg.,
Chicago.

RUFUS FRENCH, INC.,
Eastern Adv. Manager,
1133 Broadway,
New York.

CHARLES DORR,
New England Manager,
6 Beacon Street,
Boston.

EDWARDS & DEUTSCH LITHOGRAPHING CO.

CHICAGO BUYS ADDITIONAL PLANT



An Announcement and an Appreciation

WE announce the acquisition of the Milwaukee Lithographing Company, 2101-2113 Sycamore St., Milwaukee, Wisconsin, which now becomes the Edwards & Deutsch Milwaukee Lithographing Company.

With these added facilities, nearly doubling our capacity, we are prepared to advance still further the ideals of better lithography and superior service which have characterized our Company for a quarter of a century. To our clients, who have made possible this progress, we express our deep appreciation. We shall keep the faith as we have always kept it.

EDWARDS & DEUTSCH LITHOGRAPHING COMPANY
JOSEPH DEUTSCH, President
2320-2332 Wabash Ave. CHICAGO

"Unfair Competition" in the Headlines

Some Unscrupulous Copy Men Are Infringing on the Movies' Appeal

By P. K. Marsh

SEVEN-FORTY-FIVE of an autumn evening. Idle-minded, idle-gaited, you are strolling along. Just ahead a dazzling glitter of light betrays a movie theater. You saunter closer.

A poster or photograph, an imagination-igniting title, perhaps a sub-title of six to ten words and —presto!—the trick is complete, the belle-in-the-booth has your money and you have only a scrap of pasteboard entitling you to enter.

The movie has applied printed salesmanship condensed to its most concentrated essence. The skilful lure of movie-titles is soundly established and recognized as a legitimate device to win the attention of millions of possible patrons.

You know the type of title which catches the eye—

"The Dancing Fool."
"Scratch My Back."
"She Loves and She Lies."
"Alarm-Clock Andy."
"The Street Called Straight."
"A Ladder of Lies."
"All-of-a-Sudden Peggy."

Even the most confirmed movie-hater is more than apt to find somewhere in that list a personal temptation and sneak furtively into the identity-concealing shadows within.

Nobody protests against these practices. The theater developed this form of salesmanship and has a homesteader's proper claim to it.

To-day, however, a species of claim-jumping has been developed which is being openly flaunted even in our most exclusive publications. Writers of advertising are unfairly making their headlines as interesting and appealing as movie titles.

Of course, the conservatives are still using the old stuff of the deadly-dull school—"Super Quality," "A Pledge of Value," "The Final Test of Merit," "Correctness," "The Pride of Possession," "Dependability," "So Convenient," "A Proved Success," "You Owe it to Yourself"—but even a rapid survey of recent advertising suggests that these are only the bromidic stand-patters of a passing generation.

Otherwise how can we explain the injection of genuine, red-blooded interest or subtle curiosity-appeal into headlines such as these:

"Violin Solo with Foghorn Accompaniment."
"The Square Marks the Spot Where the Escape Was Made."
"It Takes Twelve Hatters to Make a Mallory."
"Why Carnegie Hired a Tutor for Himself."
"Sock Post-Mortems!"
"Who Pays for all the Discarded Cars?"
"Putting Horse-Power Over the Jumps."
"Roofing Blasted from Rock."
"Pollyanna with a Flat Tire."

(Much as you may doubt it, that last sample is not a movie-title but the headline of an auto accessory ad.)

There's a real effort in those nine headlines. They betray some real thought on the problem of how to induce us—your possible customers—to read your copy. In fact, they almost make a lay-observer suspect that in certain not distant days some of you advertising men didn't really seriously care whether or not we read your effusions.

Is that the secret behind the change?

Has the return of competition compelled you sadly to relinquish that motto which The Western Electric Company cleverly paraphrases in a current insertion?

"The Public Be Jammed!"

Talking Turkey to the Timid Client

The Table-Pounder Is Not Always a Success, but There Are Times When Brute Force Is Necessary

By an Agency Solicitor

THE first conference with a client who had never advertised in a progressive way before had been a complete success. Plans had been approved. The agency had proceeded, as per schedule, and a series of magazine and newspaper advertisements was complete.

All of this involved expense, to say nothing of momentum supplied by a complete organization.

The solicitor who had secured the account and closed it, babied it along, provided the initiative and the inspiration, was away from his office on a hunting trip.

Then, one day, a guide rowed across the lake to the camp, and handed over a telegram. It was from the home office and read:

"Better come back. The X people have just cancelled their advertising schedule and asked us to hold it up until next spring."

The solicitor was no ordinary type of man. He weighed 200 pounds and was more muscle than fat. He was a born fighter.

Campmates brought back the story that he read the telegram and then methodically walked down to the little strip of sandy beach, where there were no trees, no shacks, no nothing, but a vast expanse of big outdoors, and, head in air, like some ancient patriarch, proceeded to unbelt the choicest line of profanity that even the seasoned guides had ever heard.

This off his chest, he packed his grip, got into city clothes and made a bee-line, not for the home office, but to the client's factory and the executive building of that big institution.

He knew the two important heads of the firm well enough to call them by their first names.

And he found them both in one room, an arena for the battle that was surely scheduled.

Coolly and with studied deliberation, the solicitor removed his hat, put his cigar on an ash tray, faced about, and opened up with:

"What do you folks mean by cancelling that schedule?"

"Well, er—" began the senior member of the firm, "we got thinking it over—and talking it over. And we are badly oversold. The stuff is going out in carload lots. We are away behind on our Eastern territory, and—and—well, it seemed unnecessary to advertise."

"But you knew this before," retorted the irate solicitor.

"Y-e-s, but we hadn't thought of it exactly—and—"

"And what?"

"What's the use of advertising when things are going so nicely? The salesmen on the road have taken enough orders to hold us through to spring—and we—we thought—"

"SAVE ON THE ADVERTISING"

"Wait a minute," broke in the solicitor; "you placed an order eleven days ago for $32,000 worth of raw material. You knew you'd need it."

"Yes, we did," was the admission. "But how did you know?"

"Never mind about that. You figured you would take that out of the advertising. Now, gentlemen—Charlie—Joe—I'm honestly ashamed of you. I didn't expect this. And you made me take a 300-mile trip, just to sell the basic idea of advertising all over to you again. I was catching a record black bass when the telegram came from the office.

"I'm going to talk turkey. I know you too well to be smug and diplomatic and nice about it. I didn't come here to beg and plead and play politics. The relation between the advertiser and the agency is sometimes misunderstood. Suppose we straighten it out right here and now. You are not doing us a favor by turning

THE BECK
ENGRAVING COMPANY
announces the election
of MR. HARRY B. BECK
to the Vice-Presidency
of the Company and his
appointment as Resident
Manager of the New York
Plant.



THE BECK
ENGRAVING
COMPANY

PHILADELPHIA NEW YORK
CHICAGO

WANTED

A Trade-marked Article Worthy of Extensive Development

One of my clients is ready to assume an interest in some trade-marked article now being sold through grocery, hardware or drug stores, the market for which is susceptible of a wide development by means of additional capital combined with exceptional marketing capabilities.

All letters will be considered strictly confidential and will be returned if desired.

Address, giving fullest particulars as to present distribution, including amount of capital required, etc.

J. R. BOLTON

Advertising

302-304 West 26th Street, New York

THE POST-INTELLIGENCER

SEATTLE, WASHINGTON

ANNOUNCES

that after October fifteenth, nineteen hundred and twenty, it will be represented in the national advertising field by

VERREE & CONKLIN, Inc.

SPECIAL ADVERTISING AGENCY

225 FIFTH AVE., NEW YORK 28 EAST JACKSON BOULEVARD, CHICAGO
11 LAFAYETTE BOULEVARD, DETROIT

---

your account over to us. We have given you a plan that will put you on the map. You know and I know and the folks in the plant know that only one other competitor is putting the same degree of quality into the goods. Is it your idea to make sleight-of-hand performers of us? Must we find some strange, intangible balance of conditions when you'll advertise? When business is rushing, there's no need to advertise, and when it's poor, you can't afford advertising. And we must get out measuring scales and scientific laboratory equipment to know the exact, psychological moment for a campaign.

"Now, gentlemen, you can't do that. Our schedule is all ready. It's seasonal. The drawings have been made and the plates ordered and the machinery is in motion. To stop it would be little short of criminal. You admit that your distribution is in splendid shape. Your salesmen have covered a lot of new territory, secured new dealers, and carload lots are going out as fast as the wheels can turn. Is that right?"

The partners nodded.

"Don't you think, then," the solicitor resumed, "that it's more necessary than ever for you to advertise? What's going to move those goods from the stores and from the new territory where your name is not known at all? The salesmen put it in, but advertising must take it out again.

"How do you look at advertising, anyhow? Has it been your impression that our schedule was to move the stuff from the *factory?* Not at all. What we want to do is to make people go into the store and ask for your line. They won't do it unless you tell them.

"Your responsibility does not cease when you move the manufactured article from your factory. It does not cease when your road force has sold out the year's production. You must keep an eye on next season and next, and the next one after that. The dealer may listen to reason and put in your line, but he won't re-

SAVE 50 TO 500 HOURS

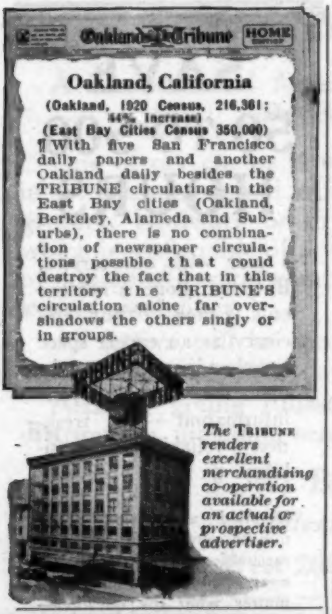
a year with our service. But time alone is not the only factor. Your efficiency as an expert space merchandiser depends upon the volume of your information — its freshness—reliability—accessibility.

Detailed advertising rates, minute circulation analysis, mechanical requirements on over 6000 publications. No matter what the question—the answer is there—and it's right. Revised and issued every month at a cost of less than ten cents a day. None so complete and accurate.

Judge for yourself. This advertisement attached to your letterhead entitles you to a copy of the current issue on ten days' approval. No obligation whatever — but clip it now.

STANDARD RATE & DATA SERVICE

154 West Fort Street
Detroit





peat if nobody asks for it, and he has a fat holdover on his shelves.

"An advertising contract can't be called off, as you'd call off a ball game, because of rain. Some of your salesmen have been supplied with the newspaper campaign, have shown the schedule and promised it would run in their territory. In every town where this schedule will run we have written letters to the newspapers, suggesting a plan of business-like collaboration. Those papers will write to the local dealers. The pan is red-hot and the meat is on the fire.

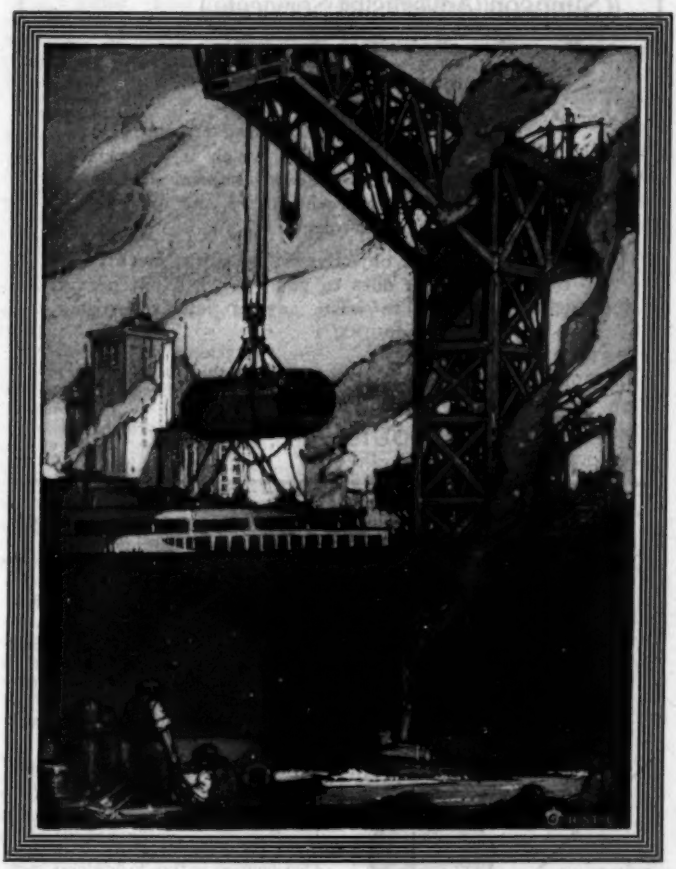
"I have known you both for a number of years. It was the hardest battle of my life to convince you that you ought to advertise in a big way and tell people the quality of your product. I wouldn't be true to my trust if I came here and soft-soaped you and allowed you to have your own way. You may understand all there is to know about the manufacturing and distribution ends of your own business, but I'm certain you don't know the rudiments of advertising. It's not your game. I *do* know. That's my business. And yet you make it as hard for me as you can, after I have devoted a lot of time to this campaign.

"THE TWO WAYS TO HANDLE AN ACCOUNT"

"There are two ways of handling an advertising account. One way is forever to give in to the client, and do what he thinks is right and proper, when he probably doesn't know; the other is to play square, to insist upon giving the client the right thing, whether he wants it or not. I prefer the latter course. There'll be no doubt as to who will be blamed if your advertising doesn't produce results. That sort of damage always comes home to roost —to the advertising agency.

"Some advertisers are like children; they have to be—need to be —spanked. Do you think it's pleasant for me to come here and literally browbeat you into doing what you should do? For that's

O Builders of ships, and makers of steel, and borers through mountains! Art can transfix your strength with the tip of a camel's hair brush!



When you want brute *strength*, vast, gripping *force* in your illustrations, "*let Gotham picturize it!*"

GOTHAM STUDIOS INC. *New York*

Martin Ullman, Managing Artist **111 East 24th Street**

The Golden Rule of Business

Simpson Advertising Service Co.

Honest Merchandise
Truthfully Advertised

As a fully equipped advertising agency, rendering service which is appreciated by twenty-five well known advertisers, we can and will satisfy your most exacting requirements.

Your objective will mean as much to us as it does to you. We will not permit you to waste any of your advertising money.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS



Ever hear tell of Starr McMasters?

—a newspaper man who put journalistic principles into writing sales letters.

"Journalism is the key to writing more interesting and effective letters," says Starr McMasters—in a little booklet entitled "Wanted, a Correspondent," recently issued by the Hampshire Paper Co.

And the former journalist, now $15,000 correspondent for a big manufacturing concern, has some very interesting and, *we* think, helpful suggestions for business letter writers.

This booklet is free to business men and women. Write for your copy to-day.

Old Hampshire Bond

HAMPSHIRE PAPER CO.
Dept. C.
South Hadley Falls, Mass.

Please send me your free book on letter-writing "Wanted, a Correspondent—Salary $75,000 a Year."

Name .....

Firm .....

Address .....

what I've had to do. It has been necessary for me to employ the tactics of a longshoreman. I put it over by sheer force of bluster and bluff and loud talking. I'd much rather have you yield quietly and trust me—believe in my firm. I'd rather not see this account one of those that has to be sold over and over and over again, every little while.

"You can just be sure of one thing: when we suggest a plan of action and a certain expenditure, we come pretty near knowing that it's the wisest, safest course. What do we get out of it if the advertising is a failure? Nothing. We have as much at stake as you. Our reputation will suffer if we don't produce the goods for you and you drop us like a hot potato.

"I often tell my associates that it's always a great big question whether an agency should fight for principles, or follow the lines of least resistance and clean up quickly. It's a hard job, and often a thankless job to tell the advertiser the things he should do. It ought not to be necessary for me to roll up my sleeves, as I've done to-day, and hammer my will and judgment into you.

"I think the great, basic trouble is this: you advertisers rather look down upon us advertising men. You think we are a bunch of fool theoretical dreamers. You think we need parental guidance every minute. You often mistrust both our ideas and our judgment. You are not willing to concede that advertising is a profession and that the men engaged in it are just as serious, as talented and as successful as you who manufacture merchandise.

"Joe, you play golf, don't you?"

There was a nod of the head.

"And you, Charlie?"

"Not much at it," was the admission.

The air was thick with cigar smoke and hurt pride.

"Then we'll all go out and have a game. I think I can beat both of you without much trouble and I'd like to do it. In the meanwhile, you'll be sorry you ever

The Magazine of the Human Factor in Business

There is one element common to every business, and each man who aids in directing an organization must be well informed on all matters which affect that element. It is the human factor—the men and women who constitute the personnel.

As previously announced, a magazine has been developed by Personnel Inklings, Inc., to cover this field, to be a medium for keeping in touch with ideas and plans that are being discussed and practices that are in operation—in short, all that is valuable in this most recent of modern business sciences.

The November issue will be ready for distribution on the first of the month. Its name describes its function.

BUSINESS PERSONNEL

THE MAGAZINE OF THE HUMAN FACTOR IN BUSINESS

$4.00 per year **35c per copy**

340 Madison Avenue
New York City

This Trade Mark stands for

Maximum Service in Export Selling

IF YOU want Far Eastern connections for purchase of raw products or sale of manufactured goods; market data, lists of prospects, credit reports, etc., we can help you. Interesting booklet tells how.

***The* WORLD SALESMAN**

A Monthly Journal of International Trade

182 West Fourth St. New York

The LEXINGTON HERALD

THE only morning paper in Lexington, Ky., the "Heart of the Blue Grass." It dominates this vast, wealthy field, the headquarters of oil, timber and coal developments and the center of the greatest agricultural and stock raising section of America.

Address Service Department, the Lexington Herald, or

JOHN BRANHAM CO.
Foreign Representatives

Chicago, New York, St. Louis, Detroit, Atlanta, Kansas City, San Francisco

placed that order for $32,000 worth of raw material if you don't see your advertising campaign thro ·h exactly as it was planned and scheduled. There'll be no need for the goods. Just get this—and I'm through—when you are oversold, that's when you need advertising the most."

Purchasing Agents Discuss Price Tendencies

The National Association of Purchasing Agents, in convention at Chicago, representing a combined buying power of $10,000,000,000 a year, had an interesting discussion of prevailing price tendencies. The agents were united in asserting that prices would continue to decline during the coming winter and spring until by early summer they would reach a pre-war level.

"Prices of most commodities will drop at least 20 per cent by spring," J. P. Davis, vice-president of the association, said to PRINTERS' INK. "Cotton goods and similar merchandise will drop 35 per cent, as will steel and foodstuffs."

Edward Hines, president of the Hines Lumber Company, Chicago, told the convention there was no prospect of lumber prices falling. The drop that had been experienced in some grades was only temporary, he said.

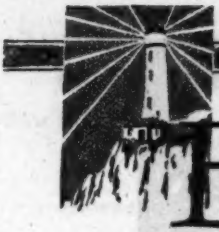
"These high prices tend to eliminate waste, however," said Mr. Hines. "When a man must pay a good price for lumber he does not waste any of it."

Advertising Advocated to Increase Car Riders

F. G. Buffee, of Kansas City, Mo., speaking before the American Electric Railway Association in convention in Atlantic City, urged modern scientific methods of salesmanship to increase street car riders. He said that street railways are no longer in the position to tell the public to take car rides or leave them. He advocated an intensive advertising campaign through the newspapers, car signs, motion pictures and outdoor display; emphasizing improved service, courteous treatment and better facilities for buying street car tickets.

R. D. Flavin with "This Week in Chicago"

R. D. Flavin has been appointed advertising manager of "This Week in Chicago," published weekly in the interests of the visitor to Chicago. Mr. Flavin was for four years assistant advertising manager of *Electrical Review*, Chicago, and was at one time with the Chicago office of George Batten Co., Inc.



BEACON AD SERVICE is the result of a conviction that a typographic service must be based on the business practices of its clients.

Prompt
Careful
Dependable
Artistic
Typographic
Service

Beacon Ad Service was organized by Peter DeMott, a man who knows advertising agencies, literally, from the inside out—an agency production manager of wide experience.

Mr. DeMott sees the agency side—knows the agency needs, methods and problems, which, together with his knowledge of typography, makes for closer co-operation—therefore better service.

Anyone can buy type and equipment—

Anyone can hire compositors and typographers—

But—all other things being equal, doesn't it stand to reason that you will get the best typographic service from the firm that conforms most closely to your idea of what such a service should be?

Phone—
Fitz Roy
855-856

BEACON AD SERVICE CO., INC., 141 West 36th Street



Mr. Newspaper Advertising Manager:

The November issue of Star Adcraft Service has probably reached your desk—

If not, send for the proofbook *QUICK!*—we don't want to overlook the live-wires, because live-wire advertising managers don't overlook Star Adcraft.

Drawings by the cleverest artists in America—

Combined with dynamic advertising ideas!

STAR ADCRAFT BRINGS NEW LOCAL ADVERTISING INTO YOUR PAPER

Your territory may still be open—there may still be time for you to join the host of advertising managers who are making unprecedented space gains with this magnificent service. Sold only to one newspaper in a city. WIRE NOW—before the other fellow does.

STAR ADCRAFT *Service*

Broadway at 58th Street : : New York City

Standardizing Newspaper Advertising Methods and Practices

What Is Being Done to Establish the One-Price Principle and to Eliminate Undesirable Elements

By Collin Armstrong

National Chairman, Newspaper Committee, American Association of Advertising Agencies

WHAT we are trying to do—and we feel that we have just begun the work in the last ten months—is to standardize newspaper advertising methods and practices that they may be uniform along ethical and businesslike lines, to the end that newspaper advertising may be simplified and made more profitable to all concerned. We started with the conviction that the most important step to take first was to try to establish the one-price principle in newspaper advertising. Precedent was with us. There is the success of the great department stores all over the country, the policy of the common carriers and of public utility corporations, of many private and corporate industries and mercantile concerns, and in our own line the precedent of all the standard periodicals. Indeed, in the newspaper field there is only one price to the daily purchaser and to the subscriber. Why not apply the same tried principle to newspaper advertising?

Coincident with the appointment of this committee and the receipt of mandates from those higher up in our association, an influential special representative in New York and the publisher of one of the larger morning papers of that city showed us where to begin our undertaking. A Southern manufacturing concern that for years has bought the space of newspapers in the South on its own terms sought to extend that practice in many of the Northern States. Both the special and the publisher had declined the contracts, and were told that gross rates would not be considered until the advertiser was satisfied that he could not get the circulation he wanted on his own terms, namely, agency net rates.

These facts were promptly communicated to all of the New York newspapers and to all members of The Six Point League with the result that not one of the New York newspapers has yet carried a line of this advertising, and many special representatives declined to take it at less than gross card rates. We have no means of checking up the complete results of this and subsequent efforts to convince publishers of the desirability of sticking to their rate cards in this case, but we do know that in many cases the fact that we were taking cognizance of the situation elicited a great amount of evidence from publishers that they did not propose to permit this advertiser to dictate rates to them. . . .

What you want to know, what every one interested in newspaper advertising wants to know, is, I believe, why are we taking an active part in this campaign? It is clear why publishers should be interested. The establishment of the one-price principle in national advertising means to the publisher a clear conscience because he is dealing fairly and justly with all his advertising patrons and the satisfaction that he is getting 100 cents on the dollar for all the space he sells instead of 85 cents, or less, for a part of it.

And to show you how small a part that is, let me cite one case that may be typical of many. A publisher, whom many of you know well, writes me that a factor in inducing him to adopt the one-price principle was an analysis of his last year's national advertising,

Portion of an address, October 14, before the Newspaper Representatives' Association of Chicago.

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

Ask Us Anything You Want to Know About the College Trade

Established 1913

CSAA

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Publicity and Advertising

Writers Wanted

by one of Canada's most progressive agencies.

We have openings for two men who have had some years of experience in writing and planning publicity.

Their previous experience should fit them for giving service on a wide variety of products. A technical knowledge of the production of printed matter, including commercial illustrating, is essential.

Only virile, clean-cut and ambitious men need apply.

These positions hold good futures for the right men.

Applications will be treated confidentially.

Address "L. O.," Box 143, care of Printers' Ink.

He found that out of a total of $350,000 barely $50,000 came to him direct, and the portion of that $50,000 on which he was allowing agency net rates was a little less than $10,000. He figured that he would be happier and sleep more peacefully if he lost 3 per cent of his national advertising than if he discriminated in favor of a few patrons giving him that comparatively paltry amount of business.

Now, I want it distinctly understood that the agency attitude toward this question is not that of hoping to secure some or most of this direct, favored business. The great bulk of it is of a character that many agents do not care to handle. What they do feel is that their clients seeking to sell meritorious articles or commodities, many of them necessaries of life, should not be discriminated against in favor of a few competitors, and of a long list of manufacturers of proprietary concoctions styled medicines, some of which are a delusion rather than a benefit to suffering humanity.

DEVELOPMENT AS AGAINST EXPLOITATION

The advertising agency worthy of the name devotes its entire energies, the best that is in it, to creating and developing advertising. Does the direct advertiser? He is an economist whose horizon is limited to the dimension of his till. The best answer to a direct advertiser seeking agency net rates that I know of was written by an Iowa publisher who said:

"We can't give you an agency commission until you organize a force of men who will go out and do missionary work for us and other papers, making advertisers out of people who have never advertised before and making bigger advertisers out of those who have only advertised on a small scale."

These are the functions of an advertising agency and they cannot be successfully fulfilled unless the advertising is made profitable to the advertiser, the fount from which all our blessings flow. The differential was created to secure and stimulate just that kind of advertising sales service for news-

TRADE BULLETIN SERVICE

can put your trade message over to ALL the wholesale and better retail grocers

At One-Fifth Your Present Cost

MR. MANUFACTURER:—Tell the man who actually *buys* your goods at first hand—the wholesale grocer—and the man who really *sells* your goods—the retail grocer—what they are, how they are packed, will they keep, what you are doing to help him sell them, etc.

Grocers seldom read women's magazines, and have little interest in consumer copy—it's *selling* the goods, not eating it, that gets their attention.

Consumer demand is most important, but to cash in on it trade cooperation and good will must be had. The grocer's old alibi that "I can't stock *everything* I have an *occasional* call for"—and the fact that he always has some other brand "that's about the same," makes it necessary to *work with him*, not FORCE him.

Henry W. Peabody & Co. had fifty years of business experience before they became proprietors of the Trade Bulletin Service—their commercial rating proves them successful.

Perhaps some of the experience gained by them might be useful to you—an invitation from you will bring our representative, who will be glad to assist you with "copy" or ideas if he can.

TRADE BULLETIN SERVICE

17 State Street, New York City

HENRY W. PEABODY & CO., Proprietors **FRED S. CLARK, Manager**

Telephone 7000 Bowling Green

R. D. Cassmore
Boston

Samuel Finkel
Chicago

Joseph W. Conrow
Philadelphia

WE take great pleasure in announcing the addition to our organization of

WALTER A. ALLEN

Formerly Secretary and Director, also Buffalo Division Manager of The Manternach Company. Mr. Allen joins us as Secretary of this agency.

The real test of an advertising agency is in the service it renders. The addition of Mr. Allen, with his broad experience in advertising work, will enable us to continue with increasing surety the leadership established by SUPERIOR SERVICE.

Redfield Advertising Agency, Inc.

34 West Thirty-third Street

New York City

papers and other publications; not to help advertisers to defray the expense of an advertising department, for that is the reason upon which most direct advertisers base their claim for agency net rates. If the data could be compiled, I believe it would be found that national advertisers who employ agencies spend more money per dollar of their sales on their advertising departments than direct advertisers.

What the genuine agency wants to see brought about is a dignifying of his compensation by limiting it solely to agencies that are qualified and equipped to actually earn it and are honest enough to keep it, and not used by publishers as a factor in trading with advertisers or dangled as a bait before the unfit, inexperienced and unscrupulous self-elected agency.

We want a universally accepted standard by which agencies shall be measured by both publishers and advertisers with compensation from publishers limited absolutely to those who measure up to the standard. An important step toward the attainment of his condition is the establishment of the one-price principle.

This is one reason why we are in favor of it. Another is justice to our clients. They naturally want to buy the space they use at as low a figure as anyone else. We want to be able to assure them that they are getting the lowest price anyone can get. To that end we are giving to our members, as rapidly as we can secure the information, the names of newspapers that have adopted the one-price policy, some of them without qualification, others to the extent that they will not give concessions to any advertiser not now on their books and that they will withdraw concessions from those as speedily as they can. They say in substance that they want the proverbial cherry, but for various reasons are constrained to make two bites of it.

Why isn't an advertiser as much entitled to know the ethics and business policy of a newspaper as he is to know its circulation? It



Page Rate $100

This includes free listing of your product under one or more headings in classified section.

The Directory Goes To

3,000 County Agricultural Agents, 5,000 Farm Bureau Officers, 2,000 Home Demonstration Agents, Thousands of Boys' Farm Clubs and Girls' Home Economics Clubs.

This 1921 Directory will be the Standard Reference Authority of more than 10,000 of the influential agricultural extension movement workers. These are the men and women who direct the better farming activities and better home conditions of over 11,000,000 prosperous farmers in the United States and Canada.

These agricultural workers influence the buying of the farmer. They are good people for you to cultivate. Your sales message in the Directory will stand before them for a year.

To reach this big fertile field of trade, better whittle your quill and stake off your claim for advertising space with

W. G. WILSON, *Publisher*
51 Chestnut St., Cambridge, Mass.
Please Key your Ad. Authentic results have mutual value, breed future business.

UNITED STATES SHIPPING BOARD

Offers Three Hundred and Seventy-Seven Ships For Sale

Bids will be received on a private competitive basis from now on in accordance with the Merchant Marine Act at the office of the United States Shipping Board, 1319 F street, N. W., Washington, D. C.

The three hundred and seventy-seven ships offered for sale consists of ninety-two steel ships and two hundred and eighty-five wooden steamers.

The steel steamers are both oil and coal burners. The board has established a minimum price on these vessels.

TERMS ON STEEL STEAMERS

10% of the purchase price in cash upon delivery of the vessel; 5% in 6 months thereafter; 5% in 12 months thereafter; 5% in 18 months thereafter; 5% in 24 months thereafter. The balance of 70% in equal semi-annual installments over a period of ten years; deferred payments to carry interest at the rate of 5% per annum.

* * *

The two hundred and eighty-five wooden steamers for sale consists of ten different types as follows: Nine Daugherty Type; Seventeen Ballin Type; Ten Peninsula Type; Six Pacific American Fisheries Type; One Allen Type; One Lake and Ocean Navigation Company Type; Thirteen McClelland Type; One Hundred and Eighty-six Ferris Type; Thirty-one Hough Type; Eleven Grays Harbor Type.

TERMS ON WOODEN STEAMERS

10% cash on delivery. Balance in equal semi-annual installments over a period of three years.

Bids may be submitted for one or more vessels or for any combination of above vessels, and must be accompanied by certified check made payable to the U. S. Shipping Board for 2½% of amount of the bid.

Bids should be submitted on the basis of purchase "as is and where is."

Further information may be obtained by request sent to the Ships Sales Division, 1319 F street N. W., Washington, D. C.

The board reserves the right to reject any and all bids.

Bids should be addressed to the UNITED STATES SHIPPING BOARD, WASHINGTON, D. C., and indorsed "BID FOR STEAMSHIP (Name of Ship)."

is the prevailing practice with agencies nowadays, in discussing newspapers with a client, to call attention to the fact that the circulation of a paper and the character of it has been audited by the Audit Bureau of Circulations and that similar information is not obtainable regarding a competing paper.

No one wants to buy the unknown. Hence the odds are in favor of the one that lays all the cards on the table. Some agencies make the rate cards of the A. B. C. audited papers easily discernible by stamping them conspicuously before filing them, so that the clerical force can distinguish them readily. As the information that publishers are giving to agencies through this committee is considered fully as important as verified facts regarding circulation, it has been suggested that the price policy of each paper also be strikingly indicated on rate cards. All of this information helps the advertiser and the agency to proceed intelligently in selecting mediums.

There are now approximately 350 newspapers on the lists that publishers have enabled us to compile, and now that the purposes and practical benefits of the movement are constantly becoming better understood, we are confident that the number will be doubled in the near future. We believe the time is not far distant when it will be decidedly unfashionable for a newspaper to allow agency net rates or other concessions to direct advertisers, and you know that no one wants to be out of fashion. Moreover, I am hopeful that the advantages that will accrue to newspapers that adopt the one-price-to-all principle will be so patent that no publisher can afford to pursue a different policy.

As many of you know, we have had some experience during the last year with new direct advertisers, in addition to the one that I have already mentioned, and in the most conspicuous case publishers and representatives agree that we were helpful in limiting

Announcing a new agency

MR. HERBERT K. CARTER, until recently manager of the New York division of The Manternach Company, has become President of

THE H. K. CARTER COMPANY, *Inc.*

with offices at 5 Columbus Circle, New York City.

上海總商會

The Chinese General Chamber of Commerce

Temple of Queen of Heaven,
North Honan Road.

Shanghai, China,
July 1, 1920.

Messrs. Millard's Review,
113 Avenue Edward VII, Shanghai.

Dear Sirs:—

The Chinese General Chamber of Commerce of Shanghai, representing in its membership the larger Chinese Commercial Interests of this city and adjoining territory, welcomed the establishment of MILLARD'S REVIEW as a strong journal of American interests in this part of the world, more than three years ago.

Since that time the great war has come to a close and the importance of closer economic, political and financial interests between China and the United States of America has been greatly emphasized.

We are glad that your REVIEW has shown such a sympathetic interest in China and in Chinese affairs and we believe it has done much toward cementing the relations of these two great republics of the Pacific.

We hope that American business and financial interests will continue to extend their influence in China for we feel that you have a great opportunity in this country now, because of the confidence the Chinese have in the American aims and ideals for helping China.

The next few years are bound to see a great period of development in China and we hope that your great nation will take advantage of the opportunities in this part of the world that are now opened to you.
We are

Very sincerely yours,

Chu Paosan
Chairman

L. T. Shen
Vice-Chairman.

Send for sample copies, rate cards, and booklet, "Bringing 400,000,000 Chinese Customers to America's Doors."

MILLARD'S REVIEW

Shanghai, China

the aggressions of the advertiser. In fact, our joint efforts were so prompt and thorough that we do not know of a single newspaper that is executing the contracts of this advertiser on his own terms. If there are any, they are exceedingly unimportant ones.

"HOUSE" AGENCIES, CAMOUFLAGED AND UNCAMOUFLAGED

We met with nearly equal success with what may be described as an uncamouflaged "house" agency, which, like the advertiser just spoken of, was located here in the Middle West. The last advices we received regarding that concern were that it will give up the job of trying to be an advertiser's agency, admitting that it was organized solely to handle the one account and that it never expected to apply for A. N. P. A. recognition. I speak of these cases because they prove that when publishers, specials and agencies work together on a proposition they believe to be for the best and most profitable interests of the business, we can succeed.

This encourages us to approach with a good deal of confidence the task of eliminating camouflaged "house" agencies. We have been importuned by many publishers and specials to join them in doing so, but there is a limitation to our time and exertions; moreover, our co-laborers have agreed with us that it is wisest to take only one important step at a time. However, now that the one-price campaign is steadily progressing toward success, we may agree with our fellow-workers to give attention to the class of agencies described at the same time we endeavor to minimize, if not entirely eradicate, the free publicity evil.

I must improve this opportunity to tell you why we are interested in the suppression of "house" agencies and also in the recognition of new agencies. The American Association of Advertising Agencies does not desire to impede in the slightest degree the organization and development of real advertising agencies. If we or any one of us cannot withstand

COPY THAT AGENCIES CAN'T IMITATE . . . .

(Apologies to Bull Durham)

UNIQUE COPY—copy that attains to the beauty and dignity of true literature, although it may be classed strictly under the head of finer publicity—is a matter of individuality and artistry.

Do you need a monograph or a biography that any man, no matter how big, may well be proud to publish under his name? Or a history—say—that will redound to the credit of the firm issuing it, no matter how prominent? The more delicate and difficult the task, the more welcome. Get in touch with me. Consultation gladly and freely given. I have never yet violated confidence.

AUTHOR,
Box 186,
Madison Square Station,
New York City.

BARGAIN IN COATED PAPER

White Wedgewood dull-coated Book paper

17 3/20 reams 38 x 50—180
21 4/20 reams 25 x 38— 90
in cases.

Both lots are of identical quality, finish and run.

This paper is especially excellent for highgrade catalogs. Offered for immediate delivery at the price of **20 cents** per pound F. O. B. warehouse New York.

Address
AMERICAN EXPORTER
Book Department
17 Battery Place
Tel. Whitehall 766
Extension 15

Unusual Mailing List

Unsurpassed for those who want to reach wealthy and influential prospects in Baltimore and 25 miles radius. Now on press—the 1921 Baltimore Blue Book (32nd consecutive year). Approximately 7500 names and addresses of the society of Baltimore, including the elite suburban residents of Catonsville, Roland Park, University Parkway, Green Spring Valley, etc., etc. Also listings of churches, hotels, flats, apartments.

Press run limited to advance orders. Reservations must be made immediately for delivery November 15th. Billed at $5 when mailed. Send reservation today for this accurate, exclusive list.

THE NORMAN, REMINGTON COMPANY

Publishers

Baltimore—Maryland

Los Angeles—The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement

April 1, 1920

134,686

Largest Daily Circulation in the West

REPRESENTATIVES

New York: Lester J. Clarke, 604 Times Bldg.

Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Dealer Literature

Ideas, Copy, Illustrations, Printing and Distribution Plans

BRAD STEPHENS & CO.

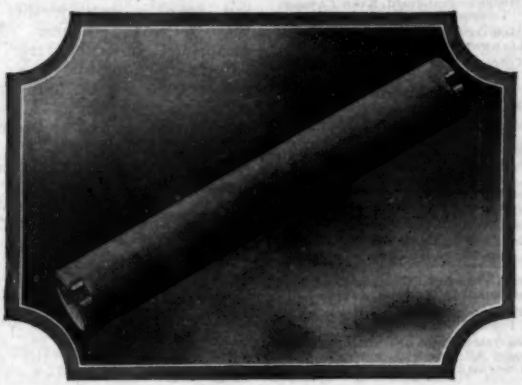
Park Sq., Boston, Mass.

legitimate competition, the fault is with the agency. But what we do deprecate is being placed in competition with agencies that are a subterfuge for rate cutting and which, by their lack of ability and equipment, destroy rather than create and foster newspaper advertising. That is the reason we welcomed the decision of the Recognition Committee of the New York Publishers' Association to devise a method of curtailing the activities of rate-cutting agencies.

Anyone familiar with agency operations knows that an agency organized and equipped to give complete and helpful service to advertisers and publishers cannot, on the present basis of costs, secure a profit for itself of much over 3 per cent on its volume of business. Trustworthy figures have been compiled, showing that some agencies did not clear that much last year, and it was the exception for an agency to make earnings much in excess of the percentage stated. Now how can an agency that rebates a third, to say nothing of a half, of its commissions to its clients render a service that will be beneficial to the advertiser or to publications? We all believe, and some of us possibly know, that there are many agencies that do a purely brokerage business, which means that they are cutting the rates of publishers.

It is going to take a good deal of time to bring about something approaching ideal conditions in newspaper advertising, but now that the publishers and their representatives are thoroughly awake to the desirability of improving conditions and one hundred and thirty-five of the leading agencies of the country are bound together by fraternal as well as business ties, and ready and willing to do their share of the work, I sincerely believe that we will succeed in placing newspaper advertising upon a higher, more dignified and more profitable basis that will make each and every one of us proud of the fact that we are integral parts of this tremendous economic, civic and moral force.

Bermico Fibre Cores
Save 85% of the Freight Cartage and Labor



The expense on iron cores has always been heavy—and is still bigger at the new freight rates.

This new fibre core weighs about *one-tenth* the weight of iron and is tough and lasting. It is made by a new process from strong fibre compressed to standard gauge and fitted with welded steel ends.

It is not a paper core and cannot unwind

For any publisher or printer desiring to test *Bermico* Cores, we will gladly supply free sample cores to the paper mill to use in making a trial shipment of paper.

Specify length of core used.

Fibre Core Department

BROWN COMPANY

founded 1852

PORTLAND MAINE

Mills at Berlin, New Hampshire

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — Edward T. Tandy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, OCTOBER 21, 1920

Full Speed Ahead

A famous artist was once asked by an admirer which of all his paintings he considered the greatest. Without a moment's hesitation he answered: "My next."

The story has a real lesson for every man in the advertising business, to every man who is selling goods, and to every manufacturer who depends upon the sale of goods to keep his plant going. There is in the advertising business a definite species of amateur gloom bird who whispers among the by-ways and hedges and thus causes a lot of trouble. "Have you heard that so-and-so cancelled last week?" is one of his best little slogans. Having put the same query to some twoscore of people in four days, he feels that he has done a good job, and the rumor spreads until it is necessary for someone to make an investigation, when it is usually found out that the advertiser in question has made a shift in his advertising plans and that his total appropriation for the following year is considerably more than it was last year. In the meantime, however, the gloom painter has done his work; he has discouraged a great many smaller concerns, who say: "If so-and-so cancels, I guess something really must be wrong."

The present is not a time for weak-kneed trepidation. It is decidedly the time for great optimism. Conditions justify this assertion. There are always some cancellations at all times of the year. There are all kinds of advertising contracts and all kinds of advertising plans. An authority said recently that 90 per cent of all cancellations at the present time were only speculative contracts and were confined to two industries hit by credit restrictions.

An inquiry among the large buyers of advertising space would indicate that most of them are renewing their 1920 space at 1921 prices, and in many other cases are increasing, not only the amount of appropriation, but the amount of space. Increases of from 10 per cent to 220 per cent are common. There are no signs of fear whatever on the part of the big leading advertisers of the country, and in nine cases out of ten the big advertisers are the leaders in the industry which they represent. They have been through so many periods of mental depression, and have seen the dire predictions of the amateur gloom painter so often vanish into thin air, that they are not at all worried by surface conditions. They realize that the time when gloom talk is thickest is also the time to go ahead full speed.

The present buyer's market is advertising's greatest opportunity. Men who claim that the curtail-

ment of credit will interfere with production should, by all means, notice that the great rise of loans last year did not increase production. A year ago the makers of goods were not soliciting orders. They had their traveling men at home, and their activities in selling goods were usually confined to apportioning their products among clamorous buyers. From the manufacturers' standpoint, the free competition of buyers for materials and goods, instead of increasing production, drove up prices. From the standpoint of the manufacturer who is a big national advertiser the buyers' market is a far more satisfactory market in which to build permanent good-will than the sellers' market, from which we are now passing.

When individual buyers exercise a stated preference and do not merely buy goods blindly because they have so much money to spend, permanent good-will can be built up. In the buyers' market the manufacturer who is able to convince his banker that credit for advertising purposes is among the most necessary forms of credit, can insure the banker's money by building up real reserves in the form of good-will, which will pay dividends for a long time. He is also able to help in the present uncertainty by speeding up his sales force and advertising machinery to counteract the slackness of consumer demand. Advertising to stabilize the new price levels will do more to inspire confidence in the whole business structure than any one other thing. In the buyers' market advertising has its new opportunity. Let all of us, therefore, say with the painter, when asked what was the best year that advertising ever had, *"Our next,"* and let us make it come true.

The Consumer as a Salesman In the perennial argument as to whether distribution or advertising should come first, there is one point that is not often brought out. It is this: When a product is so well advertised that it has found favor with the consumer, consumers themselves become most effective agents for the attaining of further distribution.

Of course it is well known that the sheer bulk of the number of calls which retailers receive for the advertised product has the effect of inducing them to stock it. But this is not what we mean. We mean that when people really become accustomed to using a product and they find that it is not sufficiently distributed to suit their convenience, they will take it upon themselves to sell the product to the retailer. They actually plead with him to stock it, telling him how much profit he can make out of it, assuring him that he will get their patronage and that of their friends. Most merchants are quick to yield to this sort of consumer pressure.

Many advertised articles have won a good portion of their distribution in this manner. We wonder if the Eastman Kodak Company, for example, knows to what extent it is indebted to Kodak fans for their missionary work in getting dealers to handle films. Many druggists have told us that it was the pleadings of some ardent Kodaker that sold them on going into the photographic line. It has been the persuasion of picture-taking vacationists that has won film distribution for Eastman in many out-of-the-way places. All sorts of odd dealers would never have added films to their line were it not for the enthusiastic urging of some customer.

A similar story could be told of numerous other products. Thus advertising scores an important point in the distribution-or-advertising controversy.

Top-Heavy Advertising Overhead One of the most important industrial concerns in the country has its headquarters in one of the largest and most expensive buildings in the United States.

Not a great while ago, a difference of opinion arose in regard to the company's advertising

policy, and an advertising expert was engaged to study the business with a view to determining whether or not the advertising plan, then followed, should be adhered to or abandoned.

In due time the expert's report was submitted. The man to whom the report was presented glanced through it and said: "You haven't said anything about the personnel of the advertising department." "No," replied the expert, "and I'm not going to. But," he continued, "I'll say this: Yours is the most expensively housed advertising department I've ever run across. Pretty nearly everybody has a private office. Everybody has an individual 'phone. If you'll tear out half a dozen partitions and rearrange a few desks, you can save space for which you are paying at least $10,000 a year."

The moral of this little tale? There isn't any.

When Turnover Makes Advertising Argument

Among the many promising indications that business soon will be hitting its proper stride again is the spirit of constructive helpfulness that can be seen in the fall advertising addressed to retailers. That advertising can be thus helpful as well as sell goods there can be no doubt. One interesting example is to be found in the advertising done by a pancake flour manufacturer. This advertiser is taking many pages of space in retailers' journals, not to tell of the excellence of his product and to urge grocers to stock it, but rather to discourse upon the important subject of turnover. He tells retailers that the measure of their profit is determined by the number of times they sell their stock and not in the amount they clear on each article. This is wholesome doctrine with which every retailer should be familiar. But comparatively few know it except in an imperfect way.

It has been suggested that some advertisers say little about turnover because they think the natural working out of the principle would cause retailers to buy more sparingly. A better reason seems to be that the advertisers themselves do not have an intimate enough acquaintance with the retail store to know how desperately it needs up-to-date counsel and instruction in turnover and in the figuring of profits.

This manufacturer tells how retailers sold his pancake flour at the same price as other brands and have realized as much as fifty-nine per cent profit on it as against twenty-two per cent on the others, the difference being due to more rapid turning of stock. The statement is boldly made that with goods selling this way only one-third of the ordinary investment is needed, thus leaving two-thirds to be expended for other goods.

One of the California fruit organizations is advertising widely, advising retailers to buy only a week's supply of oranges and lemons at one time. Figures are advanced to show that five per cent net profit can be gained on the fruit each week or 348 per cent in a year on the invested capital.

Use such terms in talking to the retailer in these days when cautious buying is the rule, and you have an argument vastly more forceful than anything that can be said about the excellence of goods.

In this connection it is well to consider the force that makes proper turnover possible. If a retailer can make fifty-nine per cent on his investment in one pancake flour as against twenty-two per cent on a similar investment in another line, both selling at the same price, it logically follows that most of the people who buy the quick-selling kind are sold on it before they enter the store. This means that they have been reached by a sufficient advertising appeal in which the manufacturer and retailer join for mutual benefit.

The experiences of advertiser after advertiser during the last few months go to prove beyond all manner of doubt that what advertising needs to-day is more definiteness. There never was a time when this principle could be utilized with a greater certainty of satisfactory results.

THE RIGHT ADVERTISING FOR YOUR PRODUCT WILL AIM TO GET THREE WORDS FIXED IN THE MINDS OF TEN THOUSAND PEOPLE, RATHER THAN TEN THOUSAND WORDS FIXED IN THE MINDS OF THREE.

GLEN BUCK—*Advertising*
MICHIGAN BOULEVARD BUILDING
CHICAGO

Research

For a National Sales Organization, a Group of Capitalists or a Large Advertising Agency

AN unusual young business man is available at once. Widest merchandising and campaign planning experience. Have travelled extensively. Intensive studies of consumer habits and territorial differences.

Graduate Mechanical Engineer. Trained and experienced in analytical statistics, graphics, market surveys, adaptation of products to their markets.

Manufacturer before the war. Since have organized and conducted the commercial research department of one of the largest advertising agencies in New York.

Past record of experience, ability and energy readily established. A difficult position with adequate opportunity sought. Address R. W. B., Box 146, Printers' Ink.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 3346 NIGHT AUDUBON 2560 - 2620
A Personal and Emergency Service limited to non-competitive clients

More than 3,000 Haberdashers
in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

CUTTING THE COST of Publication Printing
is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.
THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

Navigation Correspondence School Formed

The World Technical Institute, a navigation correspondence school, has been organized in Jersey City, N. J., by the following advertising men: W. C. Robinette, New York; Glenn E. Fontaine, *Popular Mechanics*, New York; Harry S. Sanders, of The American Multigraph Sales Co., New York; Ross Lynch, advertising manager, National Optical Service Corporation, Baltimore; David H. Fulton, of David H. Fulton & Bro., Baltimore, and H. B. Green, E. Lyell Gunts, H. Kirkus Dugdale and Gilbert L. Lucas, all of the Green-Lucas Co., Inc., Baltimore.

Labeling the Press Agent Story in the Headline

A certain Canadian newspaper which like many other publications throughout the United States and Canada is unable to withstand the onslaughts of moving picture press agents, has at least found a way to indicate the source of the material it uses that comes in unsolicited from the press agent. After deleting and condensing, the write-up of some "startling Broadway success" finds itself in print under the headline, "What Press Agents Say About Coming Events."

Slogan Seeks Clearance Papers

UNITED ADVERTISING CORPORATION
NEW HAVEN, October 8, 1920.

Editor of PRINTERS' INK:

Will you please advise me whether the following slogan has appeared in your published lists, or whether you know of any concern that has used it in connection with the name of its product heretofore:

"Honest to Goodness Frisbie's Pies."

O. V. OBER,
Sales Manager.

Clyde Thompson Talks to Advertising Class

Clyde S. Thompson, vice-president of the Dorland Agency, Inc., New York, this week addressed the opening session of the advertising class of Rider College, Trenton, N. J. The course is in charge of Charles E. Murphy, of the Texas Oil Company, assisted by Leo A. Smith, advertising manager of the college.

Change in Oakland Agency

Alex R. Schmidt has sold his interest in the advertising agency of Hunt & Schmidt, Oakland, Cal., and will hereafter devote his time to the real estate business. Mr. Hunt will continue the advertising agency under the name of the Atlee F. Hunt Company.

Albert Stein Dead

Albert Stein, president of A. Stein & Co., Chicago, manufacturers of Paris garters, died on October 10, at French Lick Springs, Ind.

Advertising Manager or Agency Production Man Available

Six years with Ayer & Son.

Two years advertising manager of eastern railroad.

One and one-half years part owner of western agency.

Thoroughly seasoned — have handled copy for leading national accounts.

Coming east in November.

Address Samuel R. Hutton, Box 147, care of Printers' Ink.

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

"GIBBONS Knows CANADA"

TORONTO MONTREAL WINNIPEG

The Little Schoolmaster's Classroom

WHAT possibilities are open to the average advertiser, when he sets out to reach special classes, rather than the masses?

Can he use the multitudinous trade publications to advantage?

When an advertisement speaks to one of these classes in its own language is it not reasonable to suppose that the culminative effect must be considerably stronger?

The American Express Company is trying a useful experiment along these lines for its Travelers' Cheques department.

What is a "Grouch Bag"?

Do *you* know?

It is unlikely. The theatrical profession is thoroughly familiar with it. And this thought forms the background of one peculiarly interesting piece of advertising copy, illustrated with a picture of a sneak thief rummaging through a deserted dressing-room.

The advertisement in question is running in a popular theatrical weekly, and it is largely in vernacular:

"Your 'Grouch Bag' in the Hand of a Thief—is an act you should never put on. There is absolutely no reason why a dollar of this hard-earned money should be lost. Use cheques which you, and you alone, can cash. Now a 'Grouch Bag' is a precious thing indeed to people who follow the Stage as a career. The origin of the name may not be definitely traced. One version of it is: 'a chap never knows when he'll get sore on his job and want to beat it back home. And when that grouch comes on, he wants to dip into his little reserve and buy the tickets.'"

A "Grouch Bag" is a place for keeping money. Often it must be left in the dressing-room while the owner is on the stage.

But the American Express Company is after a certain definite class, in this instance, and wants to make doubly sure by talking to it in its own medium and in language it is bound to understand.

* * *

Members of the class have been repeatedly told by the Schoolmaster of the ravages of forest fires on the source of paper pulp, and the problem has interested all who believe that advertising is one of the cures.

During a recent visit to Canada, the Schoolmaster was handed a menu card in the dining-car.

His eye immediately caught a little green slip, neatly printed and illustrated, and attached to the card.

It was printed in dark blue ink, on the tinted stock, and the picture was of a hunter pulling his canoe up on the shore of a lake in the Canadian wildwood.

The hunter had a pipe in his mouth.

A camp fire had been started back from the water a short distance.

The text read:

"—A Little Talk on Forest Fires.

"Eighty per cent of the habitable area of Canada is adapted for no other crop than Timber. That vast estate constitutes not a 'wilderness' but an incalculably rich storehouse of raw material for our 5,000 wood-using industries. Timber nowadays is precious stuff.

"The world has less of it and wants immensely more of it. For Canada to own great forests automatically clears the path for new factories, new towns, new population, new sources of public taxes—but—

"We Canadians have ruined the timber riches on 1,000,000 square miles in the past seventy-five years. We did it with fire. We did it with our own hands. Little things—like matches, lighted cigarettes, camp fires, land clearing. These things did it.

"A forest tree usually takes 150 years to produce a sawlog—to



Oplex Signs will Make Your Name a Landmark

MANY advertisers are hanging small Oplex Electric Signs, similar to the one on the picture, above their dealers' doors.

As a rule, the sign just shows the trademark. The idea is to "hook up" the nationally advertised name with the dealer's location, to suggest the goods right at the time people are there to buy.

Oplex Electric Signs are best for such work because any trademark can be perfectly reproduced in Oplex raised, snow-white glass characters. Another advantage is that Oplex Signs are day signs as well as night signs—raised, snow-white glass letters on a dark background. At night each character is a solid letter of light—no broken outlines.

Let us send you a sketch showing how your Oplex Sign will look.

The Flexlume Sign Co. ELECTRICAL ADVERT
1439-46 Niagara St., Bu

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Factory
The Flexlume Sign Co.,
Toronto, Ont.

MARYSVILLE
CALIFORNIA
—The Hub City of the great SACRAMENTO VALLEY—the most important fruit and grain section of the state. Most satisfactorily covered by The APPEAL—the morning paper of largest circulation north of Sacramento.

GEORGE SETON THOMPSON CO.
Personalized Literature
See P. I. Monthly
for October
608 So. Dearborn St., Chicago



"Mac" says:
"Real service covers a multitude of faults." "Mac's" page headed "From the Farmer's Watch-Tower," is an exclusive feature appearing in every issue. That's where he and our subscribers get together each month. Read it. It's worth while.
CORN BELT FARMER, Des Moines, Iowa
P. S.—"Mac" is M. A. Coverdell, our Editor.

FOR SALE
Truck racks size 6 ft. x 3 ft. 8 in. x 2 ft. 4 in. with slides and chases; all sizes. Write for prices.
The Elwood Myers Co.
SPRINGFIELD, OHIO

Advertising Illustration
FLEMMING STUDIOS
116 West 39th Street
FITZ ROY 4132

Advertising Electros
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

grow twelve inches thick. Of every four dollars obtained for lumber of one log, three dollars go for Wages and Supplies and one dollar to public taxes and interest on investment. To burn a forest is to burn a payroll. This is a good thing to call to mind the next time you are in the woods: Live forests mean live jobs, live sport, live times. There's nothing in a dead forest for anybody."

This advertising message, distributed in such a unique way, is issued by the Canadian Forestry Association. But why in dining-cars on menus? Because the American who is bound Canadaward on a hunting expedition is a man who dines well—who never misses a meal when traveling. The Canadian sportsman is likewise constituted. Visitors to the Dominion are cautioned without being lectured. It is done indirectly.

* * *

It is a matter of surprise and gratification to the Schoolmaster that the banks of the country have found so many interesting themes for advertising. The material they are collecting makes excellent reading; in fact, the kind of reading that people really *read*.

And this activity is by no means confined to the larger institutions. Banks are taking this department quite seriously, as recently evidenced by the Rochester bank that, in remodeling its quarters, has provided one entire floor to

Bargain in Office Space
Hooven Building, 117 West 46th Street
Especially adapted for advertising agency. Changed plans leave social welfare agency with 1800 to 2100 square feet. Available immediately. Switchboard, five trunk lines, twenty-one extensions all set. Long lease, Low rent. Telephone Bryant 248. Address W. C. Phillips.

the advertising and publicity branch.

The Mellon National Bank of Pittsburgh has put out a three-column display advertisement that is worth clipping for the actual data it contains. We find that 126 motor cars of different kinds are manufactured in the United States, and the Mellon Bank observes, with astonishment, that but one of these is located in Pittsburgh. It wonders why, and proceeds to discuss the problem as follows:

"During 1919, there were 1,586,787 automobiles manufactured in the United States. For the year 1920 the estimated production is 2,250,000 cars, with a wholesale valuation of $2,137,500,000. Over sixty per cent of the steel that is used by this industry is manufactured in this district; and, although we are strategically located to ship both east and west, only one well known motor car is manufactured in Pittsburgh."

The Mellon Bank is advertising to discover why this condition exists, and the Schoolmaster admits curiosity.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES,
537 South Dearborn St., Chicago

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 15 East 18th St., New York City

Concrete

New Telegraph Bldg., Detroit, Mich.

Covers the construction field. A forceful, energetic influential monthly paper. Charter member A. B. C. and A. B. P.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

OIL ADVERTISING

Send for sample copy and rate card of

PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Monthly)
20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695

LAUNDRIES

are big users of
MOTOR DELIVERY TRUCKS
Reach them through the

National Laundry Journal

120 ANN ST., CHICAGO
Member of the A. B. C.

American Lumberman

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

GAS— America's pioneer public utility field—

Thoroughly and effectively covered by

THE GAS RECORD

20 West Jackson Blvd., Chicago.

Over 2000 City Gas Plants of tremendous buying power. List of articles they use or handle, and a sample copy of THE RECORD, for the asking.

Eastern Office: 56 W. 45th St., N. Y. City. Telephone Vanderbilt 3686. Member of the A.B.C. and of the Associated Business Papers.

BETTER PRINTING for less money

Send for Free Samples!

10,000 4-page Folders, 3¼x6¼ inches	$45
10,000 4-page Folders, 4x9 inches	60
10,000 4-page Folders, 6x9 inches	75
10,000 Circulars, 6x9 inches	30
10,000 Circulars, 9x12 inches	50
10,000 Circulars, 12x18 inches	85
10,000 Bond Letterheads, 8½x11 inches	35
10,000 Envelopes, 3⅛x6⅛ inches	35

All other printing at low prices. Samples free!

E. B. Fantus Co., 525 S. Dearborn St., Chicago

SALES MANAGER

To Sell and Direct Sale of Stock In a Graphite Mine

We have sufficient ore bodies and a complete mill ready to operate.

We have incorporated for one million with $600,000 paid in. The mill, improvements and property will inventory at least to that amount.

We need operating capital and capital for additional improvements and will sell some stock.

So much has already been done and so little remains yet to be done that a good salesman should have little trouble in selling the issue in the communities where the present directors are favorably known.

We want only the highest-class type of man, experienced in handling thoroughly legitimate stock issues.

To such a man we will give a straight salary, commission, or both.

Remember, the finest graphite mill in Alabama has been erected on our property and is ready to run. It should be a dividend maker by the first of the year.

Write fully of yourself, telling what high-grade stock sales you have been connected with.

Address T. W., Box 144, care of Printers' Ink.

United Drug Company's Business Increases

The United Drug Co.'s manufacturing department in Boston, which sells its products to the 8,000 Rexall Stores, showed an increase in business in September of more than 61 per cent over last year.

The policy of this company, according to *The Wall Street Journal*, is to make a maximum profit of 10 per cent on gross business. Sales are now running at rate of $120,000,000 annually, including business of recently purchased Boot's Pure Drug Co., Ltd., and profits are falling inside 10 per cent maximum.

Mace Agency Has Holt "Caterpillar" Account

The Mace Advertising Agency, Peoria, Ill., is now handling the account of the Holt Manufacturing Company, Peoria, Ill., maker of the "Caterpillar" Tractor. Copy is being placed in magazines, trade and technical papers and farm journals.

Walter A. Allen Made Secretary of Redfield Agency

Walter A. Allen, formerly secretary and director and for the last year Buffalo manager of The Manternach Company, is now with the Redfield Advertising Agency, Inc., New York, as secretary.

To Makers of Proprietary Remedies

Do you want efficiency advertisement and circular writing?

You can have this, including up-to-the-minute knowledge regarding unfair opposition, legislation, and current conditions otherwise.

Service will be rendered on the piece-work plan. Correspondence confidential. Address B. N., Box 145, PRINTERS' INK.

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO LIMITED MONTREAL

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

OLD ESTABLISHED TRADE Paper Publishers desire services of advertising solicitor on new trade directory. Clifford & Lawton, 373 Fourth Avenue, New York City.

PUBLISHER'S REPRESENTATIVE WANTS A BRIGHT GIRL TO FIGURE BILLS. One who can operate a Monroe Calculator preferred. Address Box 264, care of Printers' Ink.

ADVERTISING REPRESENTATIVES wanted in Detroit, Philadelphia and San Francisco. The Ford News, Long Island City.

SALESMAN WANTED

Commercial printing house desires salesman with some knowledge of printing. Call mornings only. New York Press, 448 Summit Ave., West Hoboken, N. J.

FOR SALE

Stencil Tray Cabinets, Wrapper Cutter (Belknap), Folding Machine, Electric Letter Opener. The Red Cross Magazine, 1107 Broadway, 16th Floor, N. Y.

Textile concern desires young man or woman to take charge of new advertising department. Experience in direct-by-mail work essential. State qualifications, experience, etc. Address Box 239, Printers' Ink.

Wanted by large wholesale house in Chicago, executive with advertising sense and knowledge of fundamental principles of accounting. Important and responsible position and a chance to grow. Box 242, Printers' Ink.

COPY MAN WANTED

There is an ad writer somewhere in New York City who is free-lancing and controls one or two display accounts. To that man an unusual opportunity is offered by a rapid-growing advertising agency. This man must be able to take hold of the agency in a managerial capacity, in order to develop National accounts for it. The manner of compensation will be unlimited. Write with full details, as all replies will be treated with strictest confidence. Box 238, Printers' Ink.

Small, substantial Chicago agency handling first-class national accounts, desires association of trained advertising man, who can bring at least one national account. An excellent percentage arrangement. Possibility of joining firm later if mutually desirable. Address in confidence. Box 258, Printers' Ink, 833 Peoples Gas Bldg., Chicago.

LIVE WIRE ADVERTISING SALESMAN

One of the leading trade publications in a fertile field requires advertising representative to cover Indiana and Ohio, with headquarters in Cleveland. Must be salesman of the constructive type, capable of intensive and intelligent work. Address Box 228, care of Printers' Ink.

ADVERTISING MAN

A clothing specialty house with national distribution wishes to engage a competent man to take charge of dealer service. This man should have ideas for window and counter displays and know how to buy them. In addition, he will be expected to prepare a monthly advertising service of newspaper suggestions, also copy and layout for trade papers, etc. Location within a few hours of New York City. A good opportunity for Christian young man. It is desirable that specimens of your work accompany application. Attention will be paid only to those letters which state fully but briefly experience, past business connections, name of present employer and salary.

Address Confidential, Box 233, Printers' Ink.

MISCELLANEOUS

Manufacturers' Agent

wishes to secure a high-grade article or line for Chicago territory. Successful business getter. Box 240, Printers' Ink.

Will Manage or Buy

Successful Business Manager of a monthly of national circulation and recently of a financial weekly, desires a similar connection with a periodical of merit. He also has the capital and backing either to buy it outright or a substantial interest in it. Address Box 235, care of Printers' Ink.

MYRON T'S SPICY SPORTORIALS for House Organ Editors and National advertisers. New York, London and Los Angeles angles. Address Omaha Daily News.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

PRINTERS—Utilize your office walls by displaying and selling our wonderful line of calendars. They will appeal to your customers and sell at sight. You can build up a very profitable business in a very short time. Let us start you right. Full particulars furnished. F. J. Offermann Art Works, No. 299 Broadway, Buffalo, N. Y.

$5,000 (terms) buys controlling interest in old-established (19 years) printing business, money maker, paying more than $3,000 per year. Owner retiring, 65 years old. Liveliest Southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, Pres., Knoxville Ptg. & Pub. Co., Knoxville, Tenn.

POSITIONS WANTED

ARTIST—General agency experience; good at layouts, black and white and color sketches, desires connection in small agency or publication as art director or assistant. Box 243, Printers' Ink.

ADVERTISING MANAGER'S ASSISTANT
Young Man, 21, experienced in advertising department details. Dependable, capable. Box 247, Printers' Ink.

Advertising and Publicity man seeks desirable connection. Twenty-four, experienced, live wire; executive ability; knows layouts; can edit house organ. New York City preferred. Box 251, P. I.

ARTIST

Expert designer of fine catalogs, booklets, posters, etc., desires permanent position. Box 249, Printers' Ink.

Advertising Man—Fifteen years' department store experience; will consider agency, newspaper, periodical or other field where good future is assured; interview solicited. Paterson, Box 252, P. I.

Young Christian (woman) wishes position in publication office. Have had 7 years' experience as makeup editor of both advertising and text. Also thorough knowledge of all departments in publication office. Box 245, Printers' Ink.

Is This THE Man?

Seven years' experience in Latin-American Exporting Publicity and Advertising. Excellent command of languages. Proved business organizer. Highest references. Desire connection with rock-founded Exporters or Foreign Advertising Agency with real man's job on the slate. Address Adequate, Box 246, Printers' Ink.

Writer (woman)—Good education; successful record for forceful, original magazine and semi-technical writing; some editorial experience; wants permanent position with first-class publication. Box 250, Printers' Ink.

Assistant Copy Writer desires opportunity to write copy. Young man, 23, single, printing experience; understand layouts, typography, engraving. Agency or advertising department preferred. I. C. S. training. Box 255, P. I.

Advertising Assistant—Young Man, 19, high school graduate, evening student at N. Y. U., desires to enter advertising field. Now employed as reporter on trade newspaper. Should be of aid to busy advertising executive. Box 248, Printers' Ink.

Secretary-Stenographer (Young lady)—Knowledge of bookkeeping. Five years' experience with art advertising concern. Thoroughly familiar with office details. Write letters with or without dictation; dependable; first-class references. Box 262, Printers' Ink.

I SEE THE "NEW ANGLE"—An Idea and Layout Man. Long experience as successful visualizer in national and local campaigns. Write copy. Will New York advertising agency or newspaper copy department get in touch? Box 261, Printers' Ink.

SECRETARY-STENOGRAPHER
Assistant to Production Manager, or space buyer. Seven years' advertising agency experience. Thoroughly familiar with all agency detail and particularly qualified to handle production detail. Box 254, Printers' Ink.

TELEPHONE OPERATOR
Young woman who has been with the New York Telephone Company for a year desires new position. Capable of handling clerical work as well as telephone exchange. Good references. Write Box 260, Printers' Ink.

Advertising Salesman—Reliable, resourceful worker, desires to represent one or more established publications in New York and Eastern field. Fourteen years in general magazine and trade publication work; large acquaintance; highest references; letters confidential. Box 259, Printers' Ink.

A young woman with several years' experience in advertising, who has acted as an executive in the mail order business, and has handled also the display advertising of a national advertiser, is seeking employment with an advertiser or an advertising agency who has a place in his business for a loyal, intelligent, efficient employee, who can give the best of references as to her integrity and ability. At present employed, with the best of reasons for changing. Salary is secondary to an opportunity to demonstrate ability and efficiency, with the understanding that such successful demonstration would mean increased opportunity and salary. Address Box 244, Printers' Ink.

A young man with education and common sense, capable of giving complete advertising service desires connection with some high-grade firm. Opportunity for further development desired. Box 265, Printers' Ink.

A TECHNICALLY TRAINED ADVERTISING EXECUTIVE

Ten years in advertising. Has planned campaigns and written technical publicity and advertisements for manufacturers and agencies.

Would be a valuable assistant to a sales manager to increase co-operation from his dealers. Box 232, P. I.

Sales Promotion or Advertising Manager—University education. Experience in national and local selling and advertising. Formerly advertising manager of newspaper; now Sales Promotion Manager of world-known organization. Won't set the world on fire, but can give hard, efficient, resultful service. Box 256, Printers' Ink.

ASSISTANT TO SALES MANAGER

I want to assist a sales manager in increasing co-operation from his dealers and his sales force.

Sixteen years' experience in merchandising, marketing and manufacturing has given me practical ideas and the experience to apply them. Address Box 230, Printers' Ink.

Young Woman, formerly associate editor of a national weekly—caption writer, interviews, special features, editorial correspondence, fiction and article reader—with additional newspaper and advertising copywriter's experience, desires editorial position with magazine or publishing house, or good advertising opening. Box 241, Printers' Ink.

SALES EXECUTIVE

Opportunity for expansion exists in some big business and is ready for the man with a thorough knowledge of marketing in all its manifold phases of selling, distribution and advertising to step in and speed up its marketing machinery and sales organization to maximum efficiency. Can prove my ability. Age 38 years. Address Box 257, care of Printers' Ink.

I'll Make Your Dealer Service Department PAY A PROFIT!

Can create sales producing "helps" that your dealers will be glad to BUY! Can install and operate complete sales promotion department, can edit a house organ, write business-building copy, booklets, sales letters. A manufacturer with a difficult sales promotion or dealer service problem needs me. 23 years old, college training. Box 253, Printers' Ink.

YOUNG MAN—POSSESSED OF AN UNUSUAL COPY STYLE AND A WEALTH OF IDEAS. Former advertising manager. Desires to develop copy genius with established agency. Box 263, Printers' Ink.

Advertising & Merchandising Executive

Ten years' experience in advertising and merchandising for manufacturers and agencies.

Can handle a campaign from investigating to ascertain the correct "slant" to securing dealer co-operation. Address Box 231, Printers' Ink.

YOUNG MARRIED MAN seeks permanent position with manufacturing concern as office manager or assistant to a department head. Has had seven years' experience with large concern as secretary, being responsible for Executive Sales and Purchasing. Can give excellent recommendations. Box 237, P. I.

I AM AN EXPERT COMMERCIAL photographer with good business training and ability as a writer. Have ideas along advertising lines and an excellent knowledge of the make-up of catalogues from photographic, engraving and copywriting end to the press. Want a connection with a first-class, live organization. Address Box 229, care of Printers' Ink.

SALES EXECUTIVE

As agency manager and salesman for a national specialty, I have gained a store of knowledge which will prove of value to a progressive organization. My work is mainly with executives and big business and calls for the highest type selling methods—including letter-writing and some advertising.

I want to represent a service or a product in which I can have the utmost confidence.

Will consider position in executive capacity or resident agency management. Prefer Richmond, Virginia, but will consider any good field. Address Box 234, care of Printers' Ink.

"A SALESMAN WHO CAN SELL"

Is What I Want to Be Able to Say of Myself a Few Years From Now

Twenty years old; Christian; well bred; high school education; six months' office experience; exceptional references.

I desire to join a high-grade business organization in New York City where young men who have a natural aptitude for selling can be properly trained; in appearance, personality and manner I feel qualified to meet prospects and to win confidence.

Salary moderate; making the right start is more important to me. Address Box 236, Printers' Ink.

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It is a simple matter to get your message over, but to make it "stick"——

Outdoor Advertising through repetition.

Thos. Cusack Co.

Harrison and Loomis Sts.
CHICAGO

Broadway at 25th St.
NEW YORK

Is This Honest Advertising?

A certain manufacturer is urging dealers to stock his product and to advertise it in their local papers on the ground that he is conducting a campaign of "national advertising."

An analysis of the "national" campaign (which he asks his dealers to "back up") shows that it consists of less than 5200 lines reaching less than 690,000 circulation. In other words, the force which is expected to impress the nation is the equivalent in lineage of little more than two pages in The Chicago Sunday Tribune, but reaches a smaller circulation. Many seasoned advertisers use ten times this much space in The Chicago Tribune alone.

Most of the failures charged against advertising are due to large promises and extravagant expectations based on small lineage or inadequate circulations or both. If you haven't enough money to advertise properly to a hundred million people, concentrate in a market that you can cover.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago — 512 Fifth Ave., New York — Haas Bldg., Los Angeles

Write for The Tribune's 1920 BOOK OF FACTS